

Cannabis Pioneers / Cape Cod Coffee / Acella Construction / Flood Risk Assessment

APR 2019 **CAPE & PLYMOUTH** **Business**TM

THE BUSINESS MAGAZINE FOR THE SOUTH SHORE, PLYMOUTH



**Local
Makers:**
Made In
Our Region

“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



ROGERS & GRAY
INSURANCE

800.553.1801 | rogersgray.com

You don't buy business insurance FROM Rogers & Gray, you buy business insurance WITH Rogers & Gray. We're committed to making sure you always have one of the most intelligent, thoughtful people in the business to turn to for your coverage, including data breach and cyber exposure.

Proudly Representing:



SWITCH & SAVE DAYS

LIMITED TIME ONLY

Only
\$49⁹⁵

per month
for two years

Get started with 75 Mbps Internet for only \$49.95 per month when you add 4G LTE backup and 1 Voice Mobility line.

Get a great low price on fast, reliable Internet.

There's never been a better time to switch to Comcast Business. Get a great deal on fast, reliable Internet along with 4G LTE backup for complete reliability. **You'll save \$600 off our regular yearly price.**



Sign up by April 7th and get a \$300 prepaid card

COMCAST BUSINESS

BEYOND FAST

Call **1-800-501-6000** or visit **ComcastBusiness.com**

Offer ends 4/7/19. Restrictions apply. Limited to new Comcast Business customers. Not available in all areas. Two-year term agreement required. Early termination fee applies. Requires subscription to Comcast Business Internet 75 and one Comcast Business Voice Mobility line and Connection Pro (4G LTE Back-Up). Equipment, installation, taxes, the Regulatory Recovery Fee and other applicable charges (e.g., per-call or international charges) extra, and subject to change during and after promotion. **Internet:** Actual Internet speeds vary and are not guaranteed. **Voice:** \$29.95 voice activation fee (per line, up to 4 lines) applies. If there is a power outage or network issue, calling, including calls to 911, may not be available. Call for restrictions and details. Prepaid card issued by MetaBank®, Member FDIC, pursuant to a license from Visa® U.S.A. Inc. Prepaid card mailed to Comcast Business account holder within 8-10 weeks of activation of all required services and expires in 180 days. © 2019 Comcast. All rights reserved.

34 COVER STORY

Local Makers:

Made In Our Region

6 By The Numbers

Make Sure Your Bank Is Working For You

7 Coffee Break

Get Engaged, Not Enraged

8 Tidbits

10 Business Calendar

12 News and Moves

18 Small Business FAQs

20 New Businesses

21 Real Estate

22 Spotlight on Giving

Community Connections Inc.

22 Spotlight on Giving

Cape Cod Young Professionals

23 Spotlight on Giving

The Family Pantry of Cape Cod

24 Economic Development News

27 Entrepreneurship

The Art Of The Pitch

28 Cannabis Pioneers

Cannabis Innovators: Erik Hunter

30 The Innovators

Acella Construction Continues To Set The Standard For Excellence

32 Retail

Coffee Connoisseurs

40 BUSINESS TOOLBOX

40 Team of Experts

41 Risk Management

Flood Risk Assessment And Reduction

42 Manufacturing

Is Your Manufacturing Company Ready For The New Way To Account For Revenue?

44 Home Maintenance

Humidity Control

46 The Last Word

Brian Shortsleeve: For The Love Of The Cape & Islands

NOW LEASING!



35 ROSEBROOK

THE SOUTHCOAST'S NEWEST LUXURY RENTAL COMMUNITY
1-2 BED, 1 BATH LUXURY APARTMENTS
HIGH CEILINGS, OVERSIZED WINDOWS,
STAINLESS APPLIANCES, AND GRANITE COUNTERTOPS
EASY ACCESS TO INTERSTATE, COMMUTER RAIL,
RESTAURANTS, SHOPS, BEACHES, WALKING TRAILS

MARKETED EXCLUSIVELY BY



Jack Conway, REALTOR® • 2 East Boulevard, Onset, MA • 508-295-6560

NOW LEASING!

2900 SF STOREFRONT AT ROSEBROOK
IDEAL FOR COFFEE SHOP OR BAKERY

Located at intersection of Interstates 495/195, Rtes 25, 28
Hundreds of on-site employees, residents, and visitors daily

INCENTIVES AVAILABLE FOR THE RIGHT TENANT!

CALL JIM KANE AT 774-766-2309 FOR INFORMATION



ROSEBROOK
AN A.D. MAKEPEACE COMMUNITY
ADMAKEPEACE.COM

"Innovation distinguishes between a leader and a follower." *Steve Jobs*

Choose to Lead.

CAPE & PLYMOUTH Business (508) 385-3811
sales@capeplymouthbusiness.com

CEO/PUBLISHER

Robert J. Viamari

bob@capeplymouthbusiness.com

DIRECTOR OF CONTENT MARKETING SALES

Laurel Hartman

laurel@capeplymouthbusiness.com

DESIGN/PRODUCTION

Carolyn Neuman

Wildcat Design

cbprod@capeplymouthbusiness.com

CONTRIBUTING WRITERS

Douglas Karlson

Ann Luongo

Deb Boucher Stetson

Carol Dumas

SPECIAL WRITERS

Beth Waterfall

Nicholas "Cole" Bateman

Mark Henry, CPA

Stephen Robichaud

Brian Shortsleeve

Ja Nae Duane

Quint Studer

PHOTOGRAPHER

Stephen Haines

CAPE BUSINESS PUBLISHING GROUP

923 Route 6A - Unit D

Yarmouth Port, MA 02675

(508) 385-3811

(508) 744-7627 fax

www.capeplymouthbusiness.com

news@capeplymouthbusiness.com

advertising@capeplymouthbusiness.com

PRINTING/DISTRIBUTION

Cape Business Publishing Group, LLC

923 Route 6A - Unit D

Yarmouth Port, MA 02675

(508) 385-3811 (508) 744-7627 fax

www.capeplymouthbusiness.com

news@capeplymouthbusiness.com

advertising@capeplymouthbusiness.com

Cape & Plymouth Business is published twelve times a year.

To order a subscription go to 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.

A discount rate and support materials are available to schools and colleges that use Cape & Plymouth Business in the classroom. Businesses that wish to send copies to their clients should contact us for special arrangements.

A discount advertising rate is available to nonprofit organizations that hold a 501c3 tax-deductible classification.

Reproduction in whole or in part is prohibited without the written consent of the publisher. Although every attempt has been made to ensure accuracy of the content of this magazine and advertisements, Cape Business Publishing Group LLC cannot assume responsibility for any errors or omissions including placement of advertisements.

To Our Readers**The Makers Among Us**

Over the years I have had the opportunity to meet some wonderful business people. Big businesses, small businesses, home-based businesses and people who make things. The creative folks who make things always interested me as I always wondered what made them so creative.

In this issue we take a look at some of those people. What makes them do what they do? How did they come up with the idea and what made them decide to take the ultimate risk and go for it?

In my travels on the South Shore, Plymouth and Cape Cod I have found these creative people everywhere. You meet them at events, at pop-up stores, through word of mouth and sometimes at their stores, if they have a brick and mortar location.

As far as Cape Cod goes, I have started to call this place the "Island of Etsy." You could call the entire South of Boston area the "Area of Etsy." So many people have decided to set up shop and connect with people who are looking for unique products.

In the last couple of issues of the magazine we have been focused on marketing, branding and digital marketing and technology. All of these topics have a direct impact on the local makers' market. They are very small businesses looking for a unique place in the market place in order to grow and allow themselves the wonderful opportunity to become a successful entrepreneur.

Next time you run into one of these folks, not only buy their product but engage in conversation with them and find out why they decided to do what they are doing. You might learn an important life lesson.



ROBERT J. VIAMARI, CEO/PUBLISHER
bob@capeplymouthbusiness.com

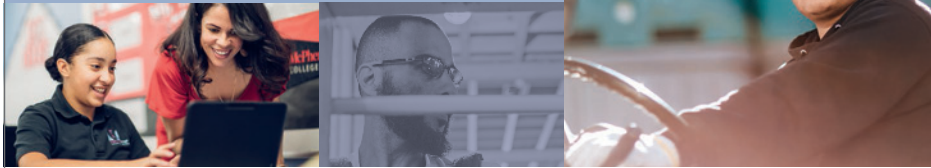
Upcoming Events

CANNABIZ
The Journey Continues

May 22, 2019**June 27, 2019****October 24, 2019****November 14, 2019**

For more information on our upcoming events as well as our editorial calendar, go to **capeplymouthbusiness.com**.

IN EVERY COMMUNITY, WE SEE OPPORTUNITY



MassDevelopment provides financing and real estate solutions to hundreds of projects across Massachusetts. Our collaborations create jobs, revitalize communities, and stimulate the local economy. Visit **MassDevelopment.com** or call **800.445.8030** and ask to speak with one of our economic development professionals.



MASSDEVELOPMENT

@MassDev

By the Numbers

Make Sure Your Bank Is Working For You

From large, commercial institutions to small, local branches, we depend on banks and financial centers to take care of our money. And taking care of our money can involve anything from handling a checking or savings account to carrying the mortgage on our home or business. Many can help your child get a student loan for college, or help you decide what investments are in your best interest. Consumers depend on banks to do right by us where our hard-earned dollars are concerned, but we must also do right by ourselves. This means doing our research to decide which type of bank or financial center is the right one for us.

SOURCE: VALUEPENGUIN.COM



© 123RTF.COM/DEJAN BOZIC

\$9,284.92

The average checking account balance in the U.S.

43

The percentage of U.S. consumers who currently use mobile banking.

22.8

The average number of times each month that a consumer uses a debit card.

71

The percentage of U.S. consumers who use online banking.

7

The percentage of Americans who do not have a bank account.

19.9

The percentage of American households that are considered "underbanked," meaning there is at least one person with an account at a federally insured institution, but they also use alternative financial services and products. These can include payday loans, money orders, check cashing services and pawn shop loans.



ACTION: contact
CAPE & PLYMOUTH **Business**
(508) 385-3811
sales@capeplymouthbusiness.com

Get Engaged, Not Enraged: 30 Ways To Take Ownership Of Your Community's Future

By Quint Studer

When things aren't going well in our community, our first impulse has traditionally been to get upset. Our second impulse has been to look for someone to blame. Typically, we may point the finger at government: *Why, we demand, aren't they making progress on —* (insert the painful issue of the moment here)? This approach is counterproductive—and communities are realizing there is a much better way.

There really is no they; there is only we. Getting angry at "them" solves nothing, and the community continues to hurt. When citizens get engaged and take ownership of the issues, big progress happens and it happens fast.

Struggling communities can't wait on government to fix their problems. This is true even in the best of times, and with the highly complex issues today's communities face, it's even more so. Elected officials are short on resources; plus, they move in and out of projects due to the election cycle. If there's to be sustainable progress, it must be driven by private citizens.


In other words: Don't get enraged. Get engaged.

I've seen more and more communities come to realize revitalization is the job of 'we the people. It's a big trend, and it's taking place all across the country. And the first step is a mindset shift. Citizens start to think: *What can I do to reinvent my community, to make it a great place to work, live, and play?*

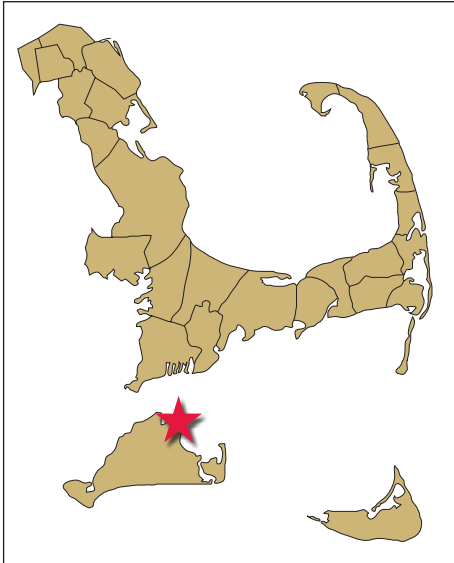


Here are 30 ways you can get more engaged in your own community:

1. Shift your mindset to one of ownership.
2. Educate yourself on your community.
3. Promote trust and transparency on all levels.
4. Know your numbers.
5. Make sure your information is accurate.
6. Educate yourself on the processes through which decisions are made.
7. Get to know your neighbors and their issues.
8. Join your neighborhood association.
9. ...Or, if you don't have a neighborhood association, start one.
10. Start a dialogue and keep an open mind.
11. Position yourself as an enabler/facilitator.
12. Instead of complaining, figure out who the decision makers are and start there.
13. Build relationships with the other deeply engaged and committed people.
14. For sure, VOTE, but do more than that.
15. Show up.
16. Look for opportunities outside formal meetings too.
17. Be an advocate for what you believe in.
18. Partner with other groups (especially larger, more established ones).
19. Keep meetings short, but make them count.
20. Promote engagement 24/7.
21. Encourage and support engaged young people.
22. Communicate often and in a variety of formats.
23. Ask politicians the tough questions and keep on asking.
24. Be an ambassador for your city.
25. Support local businesses.
26. Volunteer for local charities.
27. Don't underestimate the power of small acts of engagement.
28. Expect and prepare for setbacks.
29. Maintain a sense of civility.
30. Stay the course. Have patience.

When you're deeply engaged in building a vibrant community, it can be one of the toughest journeys you ever undertake. It can also be one of the most rewarding. Communities matter. When we improve them, we're improving lives. I believe we have a human responsibility to do so to the best of our capacity. 

Quint Studer is author of *Building a Vibrant Community* and founder of Pensacola's Studer Community Institute, a nonprofit organization focused on improving the community's quality of life and moving Escambia and Santa Rosa counties forward. He is a businessman, a visionary, an entrepreneur, and a mentor to many. He currently serves as the Entrepreneur-in-Residence at the University of West Florida. For more information, visit www.vibrantcommunity-blueprint.com and www.studer.org.



Around the Region

Town of Oak Bluffs

SOURCE: US CENSUS BUREAU, AMERICAN FACTFINDER

Form of Government:

Town Meeting

Incorporated in: 1880

Demographics:

Total Population:	4,527
Female	2,304
Male	2,223
White	3,808
Black	220
American Indian and Alaska Native	44
Asian	52
Persons reporting two or more races	220
Hispanic or Latino	110
Housing units:	4,346
Family households:	1,095
Average household size:	2.24
Average family size:	2.88
Mean travel time to work:	11.7 minutes
Median household income:	\$66,091
Per capita income:	\$39,578

Median Earnings:

Male FT year-round workers:	\$70,825
Female FT year-round workers:	\$56,941

Educational Attainment (age 25+):

High school graduate:	681
Bachelor's degree:	743
Some college, no degree:	888
Associate's degree:	220
Graduate or professional degree:	650

PROPERTY TIPS OF THE MONTH



Exceeding 2015 Building Codes Provides \$4 Benefit for Each \$1 Invested

Investing in hazard mitigation measures for existing buildings located in the flood zone can reduce reconstruction costs and costs due to substantial damages during routine and less severe flooding scenarios. Optimal measures include relocating the building out of the flood zone or elevating the building above the Base Flood Elevation (BFE). Less costly opportunities to mitigate risk may include:

- Relocate building utilities above flood elevation.
- Limit use of levels below flood elevation to parking, storage, and building access (stairs, elevator, etc).
- Replace building elements below flood elevation with those made out of flood damage resistant materials such as treated lumber, galvanized steel, extruded polystyrene insulation, and cement board.
- For non-residential structures, provide "wet-proofing" or "dry-proofing" enclosures to mitigate potential flood damage to existing structures.

National Benefit-Cost Ratio Per Peril

*BCR numbers in this study have been rounded

Beyond Code Requirements

Overall Hazard Benefit-Cost Ratio

4:1

	Riverine Flood	5:1
	Hurricane Surge	7:1
	Wind	5:1
	Earthquake	4:1
	Wildland-Urban Interface Fire	4:1

FISHERIES NEWS CAPE COD COMMERCIAL FISHERMEN'S ALLIANCE



Those Terrible Blob Things

A few years ago, a gargantuan swath of warm water created by climate shifts caused a cascade of environmental horrors: devastating a \$100-million cod fishery, decimating bird populations, killing whales, setting off toxic blooms.

Researchers on the West Coast dubbed it the Blob, after a 1950s horror movie creature.

The Blob has affected the East Coast too, in a more positive way. Fishery managers are working with the Northeast Fisheries Science Center, in Woods Hole, to create an ecosystem-based management plan to get away from managing fish in silos, stock by stock.

"Nobody in the world does what we are trying to do," said John Pappalardo, CEO of the Fishermen's Alliance, also a member of the New England Fishery Management Council where he chairs its ecosystem-based management committee.

The idea is that instead of managing individual stocks, look at every species' place in the ecosystem. Try and take into account factors outside one fishery - seals, for instance.

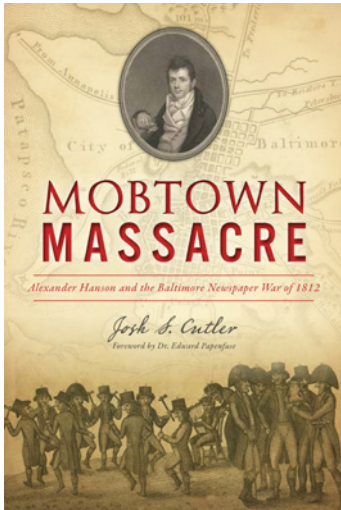
An ecosystem-based model would not predict an East Coast version of the Blob. But it could answer questions like, what species can handle high temperatures better? What will happen if a certain phytoplankton disappears?

It could also help fishermen be more profitable.

For instance, the population of short-finned squid exploded in the mid-Atlantic recently.

"If you could see the conditions approaching, you may be able to plan for that," said Sarah Gaichas, research fisheries biologist with the science center. That creates opportunity.

"Ecosystem-based fishery management is not to just deal with those terrible Blob things."



Mobtown Massacre: Alexander Hanson and the Baltimore Newspaper War of 1812

By Josh S. Cutler

Josh Cutler's book, *Mobtown Massacre: Alexander Hanson and the Baltimore Newspaper War of 1812*, is a fast-paced and compelling account of the bloody 1812 Baltimore newspaper riots. Cutler, who serves as a Representative of the Sixth Plymouth District of Massachusetts in the State Legislature, developed his story through painstaking research and a careful attention to detail.

In *Mobtown Massacre*, Cutler shares the story of Alexander Hanson, a 19th-century Federalist newspaper editor whose anti-war writings provoked a bloodthirsty mob, a midnight jailbreak and a brutal massacre in the city of Baltimore that stunned the nation. Hanson was later elected to the U.S. Congress, but never fully recovered from the brutal attack on his newspaper.

In many ways reflective of today's political and cultural atmospheres in America, his book places a spotlight on the importance of a free and independent press. It's a close look at a time in our country's history and those who were brave enough to venture into the political arena, challenging the popular attitudes of the age. It has been called a must-read for anyone interested in the history of freedom of the press.

In addition to his position as State Representative, and his job as an attorney, Cutler also serves several key legislative committees. He is a resident of Duxbury, an attorney, and is a former newspaper editor. All proceeds from the sale of *Mobtown Massacre* are being donated to local historical societies.

From concept to reality,
our award-winning team
leads the way



508.255.6511

Orleans | Sandwich | Nantucket

coastalengineeringcompany.com/brewster-landing

NOTE: PUBLISH

Talk to us about

Content Marketing

delivered by

CAPE & PLYMOUTH **Business** (508) 385-3811
sales@capeplymouthbusiness.com

MEASURE

4/11 Women Mean Business Luncheon

- Join the Plymouth Area Chamber of Commerce and Guest Speaker, Paula Harris from WH Cornerstone Investments, for an educational luncheon. During this interactive luncheon you will take some time to examine your own personal Wheel of Life to see how richly you are living in eight areas of your life. Buffet lunch will be included. Preregistration is required.
- Noon to 1:30 p.m., Plymouth Country Club, 221 Warren Ave., Plymouth.

plymouthchamber.com

4/12 Bristol Plymouth Regional Tech School Job Fair

- B-P will be holding its Annual Job Fair for students. This is an opportunity to gain visibility and get to know their students, up close and personal, by attending their job fair. You will be able to maximize your recruiting budget by participating. Whether you are looking to hire Co-op, part-time, summer or full-time, B-P has students for your positions. If you have any questions please do not hesitate to contact Kerrie Carrelas,

Co-op Coordinator at 508-823-5151 x130.

- 8 to 10:30 a.m., 207 Hart St., Taunton.

cranberrycountry.org

4/23 Implementing Effective Filing Systems Speaker Series

- In this session, you will learn actionable principles and helpful tips from a renowned Professional Organizer and Productivity Consultant to help you develop a paper and electronic organization system that will help you reclaim your time, improve cash flow, profitability and improve your lifestyle.
- 7:30 to 9 a.m., Massasoit Community College, 49 Union St., Middleboro.

cranberrycountry.org

4/25 2019 Annual Employment Law Update

- Don't miss this high-quality program featuring discussion of timely issues and HR recertification credits. Topics include Lessons from the Year's Top Cases and Regulatory and Statutory Update; Wage-Hour Update and Common Issues Following Implementation of the Equal Pay Act; Employment Leave in Massachusetts: A Refresher

and Practical Guidance on the Multitude of Federal & State Leave Laws, and more. Registration is required.

- 7:30 a.m. to 12:30 p.m., Boston Marriott Quincy, 1000 Marriott Drive, Quincy.

southshorechamber.org

4/25 Business After Hours

- Join the Plymouth Area Chamber of Commerce and Fairfield Inn & Suites Plymouth for its Grand Opening/Ribbon Cutting celebration ceremony. Indulge in rest and renewal at the brand-new Fairfield Inn & Suites Plymouth - the area's newest hotel and only Marriott in Plymouth, a LaFrance Property. Bring your highest expectations. Complimentary food and beverage included.
- 5 to 7 p.m., Fairfield Inn & Suites Plymouth, 16 Plaza Way, Plymouth.

plymouthchamber.com

5/1 Bridge Awards Business and Community Celebration

- The Cape Cod Canal Regional Chamber of Commerce celebrates its Bridge Awards event. The Bridge Awards aim to recognize businesses



Do you have what you need to face the challenges of today's business environment?

Contact us today at 866.658.8800.

Complete Payroll Solutions offers a full range of human capital management solutions that **empower businesses** to make informed decisions to **drive growth, increase workforce optimization** and **reduce costs**.



completepayrollsolutions.com

and people within the community who have excelled in a particular service or a given area of expertise during the 2018 calendar year.

- 5:30 to 7:30 p.m., Stone Path Malt of New England, 11 Kendrick Road, Wareham.

capecodcanalchamber.org

5/3 South Shore Health and Wellness Fair

- Invite your clients, patients, and colleagues to this yearly event. Be recognized as a health and wellness thought leader on the South Shore. Align your brand with the South Shore Chamber and take advantage of several weeks of pre-event marketing. Serve as a community resource to South Shore communities through health screenings, demonstrations, and education.
- 9 a.m. to 1 p.m., South Shore YMCA - Emilson, 75 Mill St., Hanover.

southshorechamber.org

5/16 Monthly Coffee Connections

- The South Shore Chamber is partnering with North River Family Chiropractic, in Hingham, for its monthly Coffee Connections. Come check out their space, meet some of their team members

and do some early morning networking. Coffee Connections is the South Shore Chamber's informal morning gathering that provides members with the opportunity to grow their network and expand their business connections in a small group setting. Members and companies interested in learning more about becoming a member are welcome to attend.

- 7:30 to 8:30 a.m., North River Family Chiropractic, 35 Pond Park Road, #13, Hingham.

southshorechamber.org

5/16 2019 Empowering Women Business Panel

- The Plymouth Area Chamber of Commerce presents The Empowering Women Panel. The Panel Luncheon will highlight the position of women as strong and powerful employees, consumers, and leaders in the workforce. The event will comprise of a designated panel of five influential business women from different industries and professions that will openly discuss how they and others can make a difference in their communities, conquer the workplace and maintain a positive balanced lifestyle. Buffet Lunch will be included. Registration is required.

- Noon to 2 p.m., Indian Pond Country Club, 60 Country Club Way, Kingston.

plymouthchamber.com

5/16 2019 Spring Chamber Golf Tournament

- Join in for some quality networking time at this year's Spring Chamber Golf Tournament. Tee time is 9 a.m. Coffee, pastries, muffins and bagels will be served at registration. Boxed lunch will be provided for each golfer. After dinner reception and awards will include a delicious meal and prizes for winners. Cost is \$125 per golfer (includes tournament play & reception); \$25 per person (reception after play has ended). Please check sponsorship opportunities for multiple golfers and other support opportunities.
- 9 a.m., Hyannis Golf Course, 1800 Iyannough Road, Hyannis.

hyannis.com

To submit calendar items, post at capeplymouthbusiness.com or send to news@capeplymouthbusiness.com

The Power of One ONE CALL DOES IT ALL

— for all your property needs —

The Joyce Companies offer a single source solution for comprehensive design, installation and property maintenance, as well as the highest quality and value for your investment. We provide the power of one service provider for complete landscaping, property maintenance & concierge services.



THE JOYCE COMPANIES

www.joycecompanies.com
508-428-JOYCE (5692)



Heritage Museums & Gardens To Seek A Special Permit

Heritage Museums & Gardens will be filing an application with the Town of Sandwich to seek a special permit to operate its ropes challenge course, known as The Adventure Park at Heritage Museums & Gardens (the "Park"). Heritage's special permit application will be heard by the Sandwich Zoning Board of Appeals.

The Park was the subject of litigation before it was closed in August, 2018 following the conclusion of a trial in Barnstable Superior Court. Heritage has decided against an appeal in this case. The Adventure Park at Heritage Museums & Gardens originally opened in June, 2014 and is situated on approximately four acres of land. Interpretive pathways are available to guide visitors through the forest. The varied terrain has allowed for a thorough discussion of Cape Cod's unique ecology and has provided the public with a deeper appreciation of the Cape's fragile ecosystem.

Heritage will be inviting neighbors to a meeting to share its plans, and looks forward to submitting the special permit application shortly thereafter.

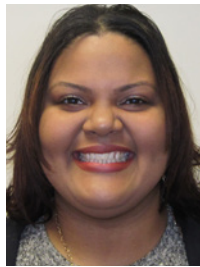
Cape Cod Community College To Begin On-Campus Construction To Improve Accessibility

Cape Cod Community College will be commencing with a construction project that will dramatically improve accessibility on its West Barnstable campus. The \$2,502,500 project is funded by Massachusetts Division of Capital Asset Management and Maintenance (DCAMM) and will rebuild three areas of the campus to allow for easier access and more accessible travel. Split into three phases, the project will be completed by June 2019.

During phase one, the College is rebuilding what many would consider the "main" entrance to the campus, found at the flag poles when first arriving to the campus. As part of this phase, the existing series of ramps and stairs that lead from the Nickerson Administration Building, past the Tilden Arts Center, and through to the Grossman Commons will be replaced with one scenic, ADA compliant ramp that will gradually bring travelers from the entrance to the center of campus. Phase two, which will begin after the completion of phase one, will create a significantly more accessible path between the Nickerson Building and Wilkens Library, replacing several flights of stairs with

a flat, level walkway. Finally, after the first two phases are finished, phase three will see the repaving of the well-travelled pathway behind Grossman Commons, leading to the WKKL Radio Station, Lorusso Technology Building, and Life Fitness Center.

Peabody Properties' Katia Matos Receives Specialist In Housing Credit Management (SHCM) Designation through NAHMA



Katia Matos

Peabody Properties, a full-service real estate and property management firm, announced today that Katia Matos has earned the Specialist in Housing Credit Management® (SHCM®) designation, issued by the National Affordable Housing

Management Association (NAHMA).

The SHCM certification was developed by NAHMA for management professionals involved with properties developed and operated under the Low-Income Housing Tax Credit (LIHTC) program. According to NAHMA, the Specialist in Housing Credit Management (SHCM) certification program is designed by management professionals for management professionals to ensure they have attained the knowledge, experience and competence required to excel in the housing credit property management industry.

Matos, a resident of Roxbury, is Assistant Property Manager at Cardinal Medeiros Manor in Dorchester, a community of 55 studio and one-bedroom apartment homes that offers supportive services and coordinated activities.

Fairfield Inn & Suites Hotel To Open In Plymouth, Massachusetts With New Design And Décor

The 108-room Fairfield Inn & Suites by Marriott in Plymouth, Massachusetts has opened with a new décor that provides guests with a feeling of warmth and calm while traveling. Located at 16 Plaza Way, the Fairfield Inn & Suites Plymouth will operate as a Marriott franchise, owned and managed by Lafrance Hospitality of Westport, Massachusetts. General Manager Daralyn Covell and Director of Sales Pat Stockford lead the management team for Lafrance Hospitality.

The new décor package is warm, timeless, forward-thinking, and inviting with simple nods back to the brand's heritage. Specific elements meant to evoke feelings from the Fairfield Farm include a farmhouse table in the lobby for gathering and connecting, photography from the Fairfield Farm serving as artwork in the lobby and guest rooms, natural materials and unique textures featured throughout, and a history wall in every property showcasing the brand's roots.

McPhee Associates Of Cape Cod Continues Company Growth

McPhee Associates of Cape Cod has experienced a steady stream of growth over the last few years. Within the last month, the company has hired three new employees to fill important roles – in and out of the office.

Wyman Brooks, Project Manager and Field Supervisor, has a long history working in the residential construction and property management industries. With a B.S. in Management and 35 years of experience, he has worked as a framer and finish carpenter, has excelled in interior trim and molding work and successfully managed his own turnkey property management and construction business for over ten years. Now at McPhee, Wyman assists in managing multiple residential jobs, handling day-to-day field operations and subcontractor schedules and works closely with clients throughout the scope of their project.

In February of this year, Danielle Raciti joined the McPhee team as their new Marketing Director, a recently created position. Charged with handling the development and implementation of all print and digital marketing initiatives, she also manages internal and external communications through multiple advertising and social media channels, creates content for blog and newsletter correspondence and works collaboratively with local area businesses and media to share the story and great work of the company. Prior to her present role, Danielle worked in the publishing and communications industry for 12 years as a lifestyle magazine editor and writer.

Sean Kilmain, Property Management Services Coordinator and Inspector, joins McPhee after retiring from owning his own painting company on Cape Cod since 2005. His professional experience includes painting, light carpentry and years of on-the-job skills that prove to be most helpful in his new position. Sean is in charge of scheduling house checks and remedying any issues that arise, as well as managing the scheduling, invoicing and communications

with subcontractors and homeowners, and inspecting jobs once complete.

Old Colony Elder Services Announces New Supportive Housing Liaison Program In Abington



Old Colony Elder Services (OCES), the non-profit agency proudly serving older adults and individuals with disabilities throughout greater Plymouth County, has announced a new Supportive Housing Liaison Program in Abington, MA. Elizabeth Weiner, Housing Programs Manager at OCES oversees this program along with all of OCES' other supportive and congregate housing programs.

The goal of supportive housing is to integrate community resources, information, and services for the individuals who reside at a particular local housing authority site, and essentially, to enrich the lives of those residents.

Through the Supportive Housing Liaison Program, a specialist from OCES' housing team conducts an assessment to determine the specific needs of every resident residing within the Abington Housing Authority. All residents at these sites are eligible for information and referral services, case management assistance, and access to social or educational programs. Depending on eligibility, many other services are available as well.

New CCCC Degree In Funeral Service To Be Offered Entirely On Bridgewater State University's Campus

Starting September 2019, students across New England and beyond seeking to earn their higher education in Funeral Service will have a new home at Cape Cod Community College's (CCCC) location at Bridgewater State University (BSU).

On Tuesday, March 12, the Massachusetts Board of Higher Education officially approved

We can't stop with the LOL's



(Lending Out Loans)

- Auto Loans
- Mortgage Loans
- Business Loans

Visit our website today for more information!

FIRST CITIZENS'
FEDERAL CREDIT UNION
Think First.

www.firstcitizens.org | 800-642-7515



Federally Insured by NCUA
Equal Housing Opportunity



Amy Dowd

amy@coastalmarketinggeek.com



Constant Contact
CERTIFIED

2018-19

"I tell business owners, if you do only one thing for marketing, use Constant Contact to stay in touch with your customers."



Email marketing returns \$40 for every \$1 spent.



91% of U.S. adults like to stay in touch with the companies they do business with.

Visit our website to sign up, learn more, or schedule a consult!



Coastal Marketing Solutions

www.CoastalMarketingGeek.com

One-on-One Training • Classes • Set-ups • Ongoing Management

a new Associate in Science in Funeral Service at CCCC. Prospective students can now apply to the College, receive guaranteed acceptance, and identify Funeral Service as their designated major. In a move to provide easier access to students across the region, the program and all classrooms and laboratories are housed entirely on the campus of Bridgewater State.

Meghan Blair-Valero Receives Industry Awards



Meghan Blair-Valero

Meghan Blair-Valero, owner of Fogged In Bookkeeping, has been named one of the Top 50 Cloud Accountants of 2018 in North America by Hubdoc, recognizing accounting and bookkeeping firms who are setting an example when it comes to leveraging cloud technology. She also has been named one of the Top 50 Women in Accounting by Practice Ignition, recognizing her contributions in the accounting industry and the community. Meghan opened Fogged In Bookkeeping in 2001, and since then has made keeping her clients on the cutting edge of technology in connection with their finances a top priority.

Former Cape Cod Magazine And Chatham Magazine Editor Joins Pierce-Coté/ Regan

Pierce-Coté Advertising, a Regan Communications company, is pleased to announce the hiring of Lisa Connors as Director of Editorial Services.

Connors, former editor of *Cape Cod Magazine* and *Chatham Magazine*, previously worked at the *Cape Cod Times* as a news production and social media manager. In her new role, she will oversee content and marketing for both Pierce-Coté and Regan Communications.

Before serving as editor of *Cape Cod Magazine* and *Chatham Magazine*, Connors was news production manager and social media manager for the *Cape Cod Times*, where she worked with a team of editors, designers and reporters to produce two award-winning daily newspapers, including *The Standard-Times* of New Bedford, a sister publication of the *Cape Cod Times*.

Prior to working for the *Cape Cod Times*, Connors was a writer and assistant features editor for the Pulitzer Prize-winning *The Christian Science Monitor*.

PARTNER TO THE PROS

Shepley works exclusively with building professionals to provide the experience, ideas, and innovative products that will help them prosper. Our team of product specialists, along with our award winning Service Department, will help you select and install windows and patio doors with the beauty, performance, and durability you've always wanted. For 20 years running, builders have used Andersen windows more than any other brand.*

Join the many professionals who rely on our team of experts for advice on product selection, technical support at the building site, and award winning service. Visit the Shepley Showcase to design your next project!

Shepley Showcase
75 Ben Franklin Way, Hyannis MA 02601
www.shepleywood.com



Shepley's Andersen Product Specialists: Derek Partridge, Tammy Bearse-Santos, Craig Fischer. These three are backed by a team of dedicated window specialists.



*"Andersen" and all other marks where denoted are trademarks of Andersen Corporation. ©2019 Andersen Corporation. All rights reserved. *Hanley Wood Builder Brand Use Study 1998-2018, Windows - Wood & Clad-Wood Category

**"IF YOUR BUILDER ISN'T USING SHEPLEY AND ANDERSEN...
PLEASE ASK WHY!"**

TEN YEAR ANNIVERSARY EDITION!



SAVE THE DATE 6.27.2019

Join *Cape & Plymouth Business* as we celebrate the region's top young business leaders with the ten-year anniversary edition of our 40 Under 40 Awards.

capeplymouthbusiness.com

CAPE & PLYMOUTH **Business**

Complete Payroll Solutions Reports Record Growth In January

Complete Payroll Solutions, the Northeast's leading human resource, benefits and payroll service provider, announced today that it saw more than 100% year-over-year revenue growth compared to a year ago, setting a record pace of new customer acquisitions.

The momentum reflects the company's deep investment in its people and processes to better serve clients, evidenced by several highlights from 2018: Four location openings in White Plains, NY; West Warwick, RI; Portsmouth, NH; and Wakefield, MA., 35 new employees across all offices, an expanded sales force with 10 additional salespeople, providing enhanced resources in NH, MA, NY and CT and a new HR consulting division that delivers local, personalized HR solutions to clients just to name a few.

Founded in 2003 as a start-up venture by owners with a long tradition in the industry, Complete Payroll Solutions now has 14 locations throughout the Northeast with 150 employees, and services over 6,000 clients across all 50 states. Evolving from its origins, the company today offers a full complement of services beyond payroll, including brokerage services, third party administration, worker's compensation insurance, benefits administration, HRIS technology, HR consulting, compliance assistance, time tracking services and more.

Shepley Wood Products, Inc. Employees Join The Board Of Directors Of Prominent Cape Cod Organizations

Shepley Wood Products, Inc. is proud to announce that three of its employees recently joined the Board of Directors of respected Cape Cod organizations.

Rebekah Miller, Buyer for Shepley Wood Products, Inc. is now serving on the Massachusetts Retail Lumber Dealers Association (MRLDA) Board of Directors. By facilitating consistent communication through legislative, social, and educational programs, the MRLDA offers their membership the resources necessary to become stronger businesses.

Andrew Tyner, Sales Manager for Shepley, has recently joined the Home Builders and Remodelers Association of Cape Cod (HBRACC) Board. The HBRACC is a professional trade association representing the home building industry; builders and remodelers, suppliers, sub-contractors, and individuals and businesses related to residential construction. "We focus a lot of time on education and

training as a means to build stronger businesses amongst our membership", states Andrew. "In turn, our membership is able to educate the public through outreach and events. This cycle has allowed us to have a strong voice as an advocate for the industry".

Joining the Board of Directors for Habitat for Humanity of Cape Cod is Josh Jalbert, Outside Sales for Shepley. Habitat has developed over 135 affordable homes on Cape Cod. With the support of Habitat and community contributors, Habitat homeowners achieve strength, stability, and the self-reliance they need to build a better life for themselves and their families. Josh grew up in the home building industry, and is proud to be serving Habitat and the local community in which he lives.

John Turco Appointed To Friendship Home Board Of Directors



John Turco

Friendship Home in Norwell recently announced the appointment of John Turco, a senior vice president at Rogers & Gray Insurance Agency, to its Board of Directors. A member of Friendship Home's Development Committee, Turco is a longtime supporter and volunteer. He is a former member of the Board of Directors for the Emilson YMCA, the Giving Tree Foundation and Scituate Little League. He currently serves on the South Shore YMCA's Medical Wellness Advisory Board. Turco graduated from the University of Georgia. He resides in Norwell with his wife Jen and their two children.

Stewart Painting Of Hyannis And Hingham Awarded Best Of Houzz For Third Consecutive Year

Stewart Painting, Inc., of Hyannis and Hingham has won "Best Of Customer Service on Houzz", the leading platform for home renovation and design. The 35-year old repainting and carpentry company was chosen by the more than 40 million monthly unique users that comprise the Houzz community from among more than 2.1 million active home building, remodeling and design industry professionals. The Best Of Houzz badge is awarded annually, in three categories: Design, Customer Service and Photography. Design awards honor professionals whose work was the most popular among the Houzz community.

Customer Service honors are based on several factors, including a pro's overall rating on Houzz and client reviews submitted in 2018. Architecture and interior design photographers whose images were most popular are recognized with the Photography award. A "Best Of Houzz 2019" badge will appear on winners' profiles as a sign of their commitment to excellence. These badges help homeowners identify popular and top-rated home professionals in every metro area on Houzz.

Shoal Hope Ciderworks to Open Hyannis Taproom at Cape Cod Beer

Shoal Hope Ciderworks is excited to announce the opening of a taproom in the Cape Cod Beer Hyannis location where samples of the award-winning ciders will be offered to the visiting public.

Scaling a local manufacturing business on Cape Cod, MA can be complicated – especially in places like Provincetown where commercial space is at a premium. Shoal Hope Ciderworks founder and cidemaker Rob Brososky realized the importance of having a place for the growing number of cider drinkers to sample his products and has teamed up with Cape Cod Beer owners, Todd and Beth Marcus, to open a taproom in their brewery in Hyannis.

To prepare for the official taproom opening, Brew Crew members who staff the tasting room at Cape Cod Beer have been learning everything they can about making and tasting cider, and are even shadowing Brososky as he makes cider in Provincetown. Sampling Shoal Hope Cider will work similarly to the way visitors currently taste beer at Cape Cod Beer: \$6 for 3 samples with a takeaway souvenir sample glass. Pints and 10 oz pours will also be available during retail hours and at events at the brewery.

blumshapiro Named To Boston Business Journal's Book Of Lists For "Largest Accounting Firms In Massachusetts" For 2019

blumshapiro, the largest regional business advisory firm based in New England with offices in Massachusetts, Connecticut, and Rhode Island, has again been named to the Boston Business Journal's "Book of Lists" for the category, "Largest Accounting Firms in Massachusetts."

blumshapiro placed 14th on the 2019 list, researched and compiled by Boston Business Journal. Boston Business Journal surveyed and ranked the largest 50 firms doing business in Massachusetts and published the findings in

their February 15 edition. This information will also appear in the "Book of Lists" to be published later in the year. The rankings are based on each firm's number of Massachusetts employees, partners and CPAs. blumshapiro, which was founded in 1980 and expanded into Massachusetts in 2011, has 150 employees in the state and offices in Quincy, Boston and Newton. The firm's ranking was 17th for the 2018 list.

Ryan's Donates 200 Pairs Of PJs To 12th Annual Bruins Pajama Drive

Ryan's in Buzzards Bay welcomed Boston Bruins mascot Blades to the center during school vacation week as part of the 12th Annual Boston Bruins Pajama Drive. Ryan's served as a collection point for the annual drive and encouraged customers, league bowlers and members of the community to drop off new pjs for children living in low income situations. Through donations and a match from Ryan's, they were able to donate 200 pairs of pajamas, which will be distributed through Cradles for Crayons and DCF Wonderfund, two non-profits that ensure positive living con-

ditions for children. This is the third year that Ryan's has participated in the drive.

Acella Construction Corporation Selected By T. Bear Inc. For Cannabis Facility

Acella Construction Corporation, a leader in construction management throughout greater Boston, today announced that T. Bear Inc. has selected Acella's Cannabis Construction Team to build its new facility in Wareham, Massachusetts. The project is expected to start this spring and is anticipated to be completed within 11 weeks.

This 8,000-square-foot facility, which is located on the Cranberry Highway in Wareham, will include an extraction lab, warehouse, and manufacturing facility, and will also house TBI's product development team. The project consists of a renovation to an existing building; Acella will add a modular cryo-ethanol extraction lab manufactured by Flexmod on the side of the building, and will also conduct project site work and install a back-up generator, as well as include MEPs throughout the facility.

T. Bear Inc. (TBI), founded by Angela Brown and Brian Cusick in November 2017, is a manufacturing company focused on providing premium cannabis products to licensed retailers throughout Massachusetts. With quality, integrity and consumer focus, TBI intends to provide the safest, most dependable products on the market today, and lead the way forward through innovation, consumer insight, and constant improvement. TBI was officially approved for Provisional Licensing by the Massachusetts Cannabis Control Commission in November 2018.

Sacred Heart School's Director Of Guidance And College Counseling Recognized By College Board





Sacred Heart School, a private, Catholic, co-educational school in Kingston for students in preschool through grade 12, takes great pleasure in announcing that Susan Gallitano, Director of Guidance and College Counseling, has been recognized as an exemplary Professional School Counselor for the



Cannabis Construction Team





The in-depth knowledge and experience of Acella's Cannabis Construction team helps companies design and construct cannabis dispensary and cultivation facilities. Our team has established partnerships with product and service providers specializing in the intricacies of the cannabis and cannabis-related industries.

-  Pre-Construction - Construction Management - Design Build
-  MEP Engineering + Coordination
-  Architectural and Design Services
-  Investors

-  Cannabis Risk Management and Insurance
-  Security Systems and Services
-  Permitting
-  Lighting Consultants

RYAN LAVANGIE

Vice President of Sales and Marketing

-  (781) 681-9240 ext. 12
-  (617) 515-5955
-  rlavangie@acellaconstruction.com
-  38 Washington St.,
Pembroke MA 02359

www.acellaconstruction.com



2019 College Board Counselor Recognition Program.

Gallitano, who has been at her post with Sacred Heart for more than 25 years, was nominated for the honor for her praiseworthy work as a Professional School Counselor.

As a token of appreciation, Gallitano, a long time Sagamore Beach resident who recently moved to Plymouth, received a lapel pin and a letter of recognition during National School Counseling Week from the College Board. In addition, she will be profiled on the College Board website.

Founded in 1900, the College Board was created to expand access to higher education; today, the membership association is comprised of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education.

OpenCape Submits Comprehensive Fiber Optics Proposal To Connect Outer Cape Beaches

In response to an urgent need for practical and feasible actions to address the increase in shark-

human interactions, OpenCape, the Barnstable-based technology nonprofit organization that owns and operates Cape Cod's 100% fiber optic network has delivered a comprehensive 85-page proposal to Outer Cape Town Managers, Select Board Chair people, National Seashore Officials and the Cape and Islands legislative delegation. The proposal outlines an action plan to connect beaches and parking areas to OpenCape's backbone network, as well as offering insight into innovative shark monitoring systems that would also utilize the network's capacities.


The OpenCape proposal suggests ways to help solve the connectivity issues at the National Seashore and other Outer Cape beaches, which in turn presents new opportunities for local development. The most immediate benefit they outline is increased public safety, in which technology could be used to assist in securing our beaches for both residents and visitors.

Cape Cod Child Development Announces Transition Plan

After months of reflection and deliberation, the Board of Cape Cod Child Development

Program has chosen to enter into a management and affiliation agreement with Job Training and Employment Corporation. The Hyannis based organization is a private non-profit corporation that administers both federal and state workforce development grants and offers fiscal and operational oversight for local non-profits.

CCCDP's current Head Start grant expires June 30, 2019. The Office of Head Start has contracted with a Denver based agency, Community Development Institute (CDI) to administer the Head Start program on the Cape until a new grantee is awarded. CDI is an organization that has provided Head Start interim management services to over 200 programs across the country. They work closely with organizations to ensure successful transitions during the interim management period between Head Start programs.

Please note that after the Head Start contract ends in June, CCCDP will continue to provide preschool services to over 200 children, and operate all of its other programs. 

To submit news, send to news@capeplymouthbusiness.com



The best way to improve team work? **Team play!**

INTRODUCING
IN IT 2 WIN IT

Teams compete in Escape Rooms, Bowling, Virtual Reality, Arcade Games, and Laser Tag for bragging rights AND awards.

VIP ROOM FOR EVENT HEADQUARTERS FOR GROUPS OF 25 OR MORE
FULL VENUE BUYOUT (300+ GUESTS) • PARTIAL VENUE BUYOUT (150 GUESTS)
FULL A/V CAPABILITY • FOOD & BEVERAGE AND CUSTOM CATERING OPTIONS AVAILABLE

Contact our sales office for more information.

TenPinEatery.com • Sales Office 508.771.2100 ext. 4

Is millennial entrepreneurship increasing?

Office of Advocacy research shows that in 2014, millennials were less likely to be self-employed than older individuals. This research also shows that the rate of self-employment among individuals age 15 to 34 has been gradually declining since 1990.

What percent of firms are family-owned?

How does this compare to the percent of equally-owned firms? About one in five firms (19.3%) are family-owned. Of these family-owned firms, about half are “equally-owned,” that is, 50% owned by one or more men, and 50% owned by one or more women. Hence, about one in 10 firms is both family-owned and equally-owned. The industries with the highest share of family-owned firms are management of companies and enterprises (46.4% of firms in this industry are family-owned), real estate and rental and leasing (37.3%), and accommodation and food services (33.2%). The industries with the highest share of equally-owned firms are real estate and rental and leasing (18.6% of firms in this industry are equally-owned); mining, quarrying, and oil and gas extraction (16.9%); and accommodation and food services (16.9%).

How are most small businesses legally organized?

The majority of nonemployer establishments are sole proprietorships (86.4%), while only 14.1% of establishments at small employer firms are sole proprietorships. Nearly half of the establishments at small employer firms are S-corporations.

What percent of firms are home-based?

A home-based business is operated primarily out of one’s home, but business activities may take place at other locations as well. The share of businesses that are home-based has remained relatively constant over the past decade, at about 50% of all firms. More specifically, 60.1% of all firms without paid employees are home-based, as are 23.3% of small employer firms and 0.3% of large employer firms. The industries in which businesses are most likely to be home-based are information (70.0%),



Mid-Cape
SINCE 1955
Experience that Builds.

Let our talented Kitchen & Bath team bring your dream project to reality with Mid-Cape Home Centers.

800-295-9220 • midcape.net • South Dennis • Orleans
Wellfleet • Middleboro • Martha's Vineyard • Falmouth



Our advisors will help chart a course to protect assets in both your business and personal life – reducing your long-term cost of risk

Explore your insurance coverage and risk management options with an expert.

800-800-8990 • RiskAdvice.com

 **Murray & MacDonald Insurance Services, Inc.**

RiskAdvice.com
406 Jones Rd., Falmouth, MA 02540
550 MacArthur Blvd., Bourne, MA 02532

construction (68.2%), and professional, scientific, and technical services (65.3%).

SOURCE: SBO

What percent of firms are franchises?

Overall, 2.9% of firms are franchises. More specifically, 2.3% of nonemployer firms are franchises, as are 5.3% of small employers and 9.6% of large employers.

SOURCE: SBO

What is the status of business startups?

The size of startups has fluctuated over the past decade. In 2015, startup employment averaged 6.0 employees per firm, slightly higher than the average for 2005–2015 of 5.9 employees. Average employment at firms of all ages has increased slightly during this period, from 22.4 employees per firm in 2005 to 23.8 employees per firm in 2015

How are small businesses financed?

The most common source of capital to finance business expansion is personal and family savings (21.9% of small firms), followed by business profits and assets (5.7%), business loans from financial institutions (4.5%), and business credit cards from banks (3.3%).

What is the small business share of federal procurement?

In fiscal year 2017, 23.9% of contracting dollars went to small business, down from 24.3% in FY 2016 and 25.8% in FY 2015. Of agencies with at least \$1 billion in eligible contract dollars, the ones that awarded the highest share of contracting dollars to small businesses were the Departments of Agriculture (59.5%), Interior (57.0%), and Commerce (42.9%).

How many small businesses are in high-tech industries?

In 2015, there were 250,865 small employer firms in high-tech industries, representing 98.1% of all employer firms in these industries. The majority of these small firms provide services in either computer systems design or architecture and engineering. Among small firms, the industries with the highest growth from 2013 to 2015 were software publishers and pharmaceutical and medicine manufacturing.

SOURCE: US SMALL BUSINESS ADMINISTRATION OFFICE OF ADVOCACY

Alexa... Play MVYRADIO!



Name: Bob Viamari

Business: CEO, *Cape & Plymouth Business*

Listener Since: 1996

"Hands down the best radio station in New England who plays my music. Where can you hear the Dead, Phish, Tedeschi & Trucks and My Morning Jacket in the same day."



STREAMING
WORLDWIDE
iTunes, TuneGenie
TuneIn



88.7FM
CAPE & ISLANDS
SOUTH COAST MA



96.5FM
NEWPORT

To learn how your business can get involved and support MVYRADIO, an independent, non-profit radio station, contact Kenneth McGrail at (508) 736-1605 or kenneth@mvyradio.com

www.mvyradio.org

Listen on iTunes or TuneIn or find us on the App Store



Workforce for the Future Breakfast Symposium

WEDNESDAY, MAY 1, 2019

8:00 to 11:30 a.m.

Hyannis Golf Course,

1800 Iyannough Road, Hyannis, MA 02601

Keynote Speaker - Liz Vogel, CEO of Dots, Inc.

The Power of the Co-generational Workplace

Panel Discussion

Multi-generationalism at Work on Cape Cod

FREE ADMISSION - ADVANCED REGISTRATION REQUIRED

Register at www.AgeForward.cc

Brought to you by



CAPE AND ISLANDS
WORKFORCE BOARD



CAPE COD HEALTHCARE



CAPE & PLYMOUTH
Business

RECORDED IN FEBRUARY 2019 SOURCE: SECRETARY OF STATE OF THE COMMONWEALTH

NAME	ENTITY TYPE	TOWN	DATE	NAME	ENTITY TYPE	TOWN	DATE
VINTAGE PICKS BY JEN LLC	Domestic Limited Liability Company (LLC)	BARNSTABLE	02/16/2019	CCM GROUP, LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/05/2019
CHASE DREAMS PROPERTY INVESTMENTS, INC.	Domestic Profit Corporation	BOURNE	02/28/2019	COMPETITIVE EDGE PHYSICAL THERAPY & SPORTS TRAINING, LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/13/2019
FUME CONSULTING LLC	Domestic Limited Liability Company (LLC)	BOURNE	02/22/2019	ENNIS ENTERPRISES, INC.	Domestic Profit Corporation	NORWELL	02/14/2019
JESSIEJAMES, LLC	Domestic Limited Liability Company (LLC)	BOURNE	02/12/2019	LIABILITY SOLUTIONS LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/22/2019
WUNDERITE, INC.	Foreign Corporation	BOURNE	02/13/2019	MBC INSURANCE, LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/05/2019
BIRDIE BUB INC	Domestic Profit Corporation	BREWSTER	02/02/2019	PORT ROAD LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/07/2019
CHAMPLIN ASSOCIATES LLC	Domestic Limited Liability Company (LLC)	BREWSTER	02/15/2019	RIPTIDEWC LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/06/2019
CONFIT LLC	Domestic Limited Liability Company (LLC)	BREWSTER	02/12/2019	RACE POINT SELTZER CO., LLC	Domestic Limited Liability Company (LLC)	ORLEANS	02/26/2019
ELLE-BO PROPERTIES LLC	Domestic Limited Liability Company (LLC)	BREWSTER	02/27/2019	SONICTROUT LLC	Domestic Limited Liability Company (LLC)	ORLEANS	02/04/2019
PEACEFUL PLACE INC	Domestic Profit Corporation	BREWSTER	02/27/2019	VIVS KITCHEN & JUICE BAR INC	Domestic Profit Corporation	ORLEANS	02/19/2019
PETTY FOLK ART & CARVING INC	Domestic Profit Corporation	BREWSTER	02/21/2019	COLLEEN HARLAND RN IBCLC LLC	Domestic Limited Liability Company (LLC)	PEMBROKE	02/16/2019
S&S MOWING CO.	Domestic Profit Corporation	BREWSTER	02/11/2019	ENERGY INSIGHT & SERVICES CONSULTANTS LLC	Domestic Limited Liability Company (LLC)	PEMBROKE	02/27/2019
WINDLY, LLC	Domestic Limited Liability Company (LLC)	BREWSTER	02/22/2019	INDIGO PROPERTIES, LLC	Foreign Limited Liability Company (LLC)	PEMBROKE	02/22/2019
ATLANTIC BUSINESS ADVISERS, INC.	Domestic Profit Corporation	CHATHAM	02/20/2019	ONE BODY MOBILE FITNESS L.L.C.	Domestic Limited Liability Company (LLC)	PEMBROKE	02/22/2019
FIREFLY REALTY, LLC	Domestic Limited Liability Company (LLC)	CHATHAM	02/13/2019	2020 DEVELOPMENT LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/21/2019
JEFFREY T. SHORTIS CONSULTING, LLC	Domestic Limited Liability Company (LLC)	CHATHAM	02/22/2019	AHEARN DEVELOPMENT LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/21/2019
MONOMOY ENERGY LLC	Domestic Limited Liability Company (LLC)	CHATHAM	02/06/2019	APP STUDIOS LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/22/2019
NIXIE SPARKLING WATER, LLC	Foreign Limited Liability Company (LLC)	CHATHAM	02/04/2019	BACK RIDGE PROPERTIES LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/26/2019
PFD CONTEMPORARY ART, LLC	Domestic Limited Liability Company (LLC)	CHATHAM	02/06/2019	BAMA HOLDINGS, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02-18-2019
DUXBURY SLP, LLC	Domestic Limited Liability Company (LLC)	DUXBURY	02/22/2019	BIG LEAPS PRESCHOOL AND DAYCARE LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/06/2019
KELLY ACCOUNTING SERVICES, LLC	Domestic Limited Liability Company (LLC)	DUXBURY	02/15/2019	BISSON WELLNESS INC	Domestic Profit Corporation	PLYMOUTH	02/28/2019
MILLBROOK LAW LLC	Domestic Limited Liability Company (LLC)	DUXBURY	02/01/2019	CAROL CONLIN HAIR DESIGN, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/25/2019
MONITAUR, INC.	Foreign Corporation	DUXBURY	02/19/2019	COLES HILL TAVERN INC	Domestic Profit Corporation	PLYMOUTH	02/15/2019
NG GROWTH PARTNERS LIMITED PARTNERSHIP	Domestic Limited Partnership (LP)	DUXBURY	02/26/2019	FUSIONFED INGREDIENTS, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/08/2019
THE LAST BEYOND, LLC	Domestic Limited Liability Company (LLC)	DUXBURY	02/12/2019	GALLERANI PROPERTY MANAGEMENT, INC.	Domestic Profit Corporation	PLYMOUTH	02/15/2019
FRIAR PARK LLC	Domestic Limited Liability Company (LLC)	EASTHAM	02/12/2019	GD CONSULTING SERVICES, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/12/2019
FUZZY BEAR LLC	Domestic Limited Liability Company (LLC)	FALMOUTH	02/15/2019	HANDS ON HEALTH THERAPEUTIC SERVICES INC	Nonprofit Corporation	PLYMOUTH	02/22/2019
O'NEILL GROUP LLC	Domestic Limited Liability Company (LLC)	FALMOUTH	02/14/2019	IRRIGATION BROS LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/25/2019
OLD SILVER BEACH CONSULTING, LLC	Domestic Limited Liability Company (LLC)	FALMOUTH	02-13-2019	JOYTON LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/07/2019
R. GEORGE GROUP L.L.C.	Domestic Limited Liability Company (LLC)	FALMOUTH	02/11/2019	JOYTON, INC.	Domestic Profit Corporation	PLYMOUTH	02/20/2019
DANI BROWN CONSULTING LLC	Domestic Limited Liability Company (LLC)	HANOVER	02/09/2019	LORETTA LAROCHE FOUNDATION LIMITED PARTNERSHIP	Domestic Limited Partnership (LP)	PLYMOUTH	02/25/2019
ESTUARY I DEVELOPMENT GROUP LLC	Domestic Limited Liability Company (LLC)	HANOVER	02/21/2019	MAYFLOWER SPECIALTY COFFEE SERVICE LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/01/2019
JACOBS HOUSE LLC	Domestic Limited Liability Company (LLC)	HANOVER	02/07/2019	NAVARONE DEVELOPMENT, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/28/2019
MAKEOVER CLEANING LLC	Domestic Limited Liability Company (LLC)	HANOVER	02/12/2019	NEHCR STAFFING LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/04/2019
MARTINS SERVICES INC	Domestic Profit Corporation	HANOVER	02/21/2019	PLYMOUTH FAMILY OPTOMETRY LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/26/2019
NADAPADA LLC	Domestic Limited Liability Company (LLC)	HANOVER	02/22/2019	SANDMAN PROPERTIES, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/21/2019
TORNEY ROOFING SOLUTIONS INC	Domestic Profit Corporation	HANOVER	02/19/2019	SEAHAWK PROPERTIES, LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/25/2019
BARROSO HOME SERVICES INC	Domestic Profit Corporation	HARWICH	02/16/2019	STACK SHACK LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/12/2019
CAPE COMPOUND LLC	Domestic Limited Liability Company (LLC)	HARWICH	02/01/2019	SUCCESS MORTGAGE PARTNERS, INC.	Foreign Corporation	PLYMOUTH	02/05/2019
EAST CAPE CHARTERS, LLC	Domestic Limited Liability Company (LLC)	HARWICH	02/25/2019	VSTAR NAILS INC	Domestic Profit Corporation	PLYMOUTH	02/01/2019
FATIMAS CLEANING SERVICE INC	Domestic Profit Corporation	HARWICH	02/12/2019	WJ ENTERPRISES LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/06/2019
MONOMOY BREWING COMPANY, LLC	Domestic Limited Liability Company (LLC)	HARWICH	02/01/2019	WOLFPACK LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/15/2019
NAMASUP CAPE COD LLC	Domestic Limited Liability Company (LLC)	HARWICH	02/13/2019	ZILEZA CONSULTING LLC	Domestic Limited Liability Company (LLC)	PLYMOUTH	02/07/2019
SAVIN TRUCK & ENGINE LLC	Domestic Limited Liability Company (LLC)	HARWICH	02/28/2019	PEDAL PTOWN LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/12/2019
CARUZU CUSTOMS LLC	Domestic Limited Liability Company (LLC)	KINGSTON	02/27/2019	PILGRIM HEIGHTS TRURO, LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/05/2019
FRIENDS OF KINGSTON DOGS, INC.	Nonprofit Corporation	KINGSTON	02/13/2019	PROVINCETOWN OZ HOLDINGS LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/13/2019
HEMPWORTHY INC.	Domestic Profit Corporation	KINGSTON	02/11/2019	PTOWN OZ 420 LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/13/2019
J & J FAMILY FARM, LLC	Domestic Limited Liability Company (LLC)	KINGSTON	02/07/2019	PTOWN OZ 6 COMMERCIAL LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/26/2019
PBD GROUP, INC.	Domestic Profit Corporation	KINGSTON	02/06/2019	STUDIO EIGHT, LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/04/2019
SIXFOX MUSIC LLC	Domestic Limited Liability Company (LLC)	KINGSTON	02/24/2019	TEN WILLOW, LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/12/2019
THE RUSTIC ROOSTER, LLC	Domestic Limited Liability Company (LLC)	KINGSTON	02/08/2019	WINTHROP & ASSOCIATES, LLC	Domestic Limited Liability Company (LLC)	P'TOWN	02/13/2019
ACORN OVERHEAD DOOR COMPANY, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/19/2019	HSAUDITED LLC	Domestic Limited Liability Company (LLC)	ROCKLAND	02/17/2019
BARSTOW HOSPITALITY, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/15/2019	K5 LEASING, LLC	Domestic Limited Liability Company (LLC)	ROCKLAND	02/21/2019
COWESETT REALTY, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/19/2019	KHUONGPHAN COMPANY INC	Domestic Profit Corporation	ROCKLAND	02/11/2019
ENTERPRISE SQUARE REALTY, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/19/2019	LMN REALTY LLC	Domestic Limited Liability Company (LLC)	ROCKLAND	02/09/2019
GIOIA SALON, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/27/2019	MANASSES & SILVA CARPETS CORP	Domestic Profit Corporation	ROCKLAND	02/12/2019
JESSICA HENNESSEY WEDDINGS, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/05/2019	MONTHELIE HOLDING INC.	Domestic Profit Corporation	ROCKLAND	02/13/2019
MAESMARSHFIELD, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/11/2019	NEW PHASE DESIGN, P.C.	Professional Corporation	ROCKLAND	02/01/2019
MARSHFIELD SPEECH AND LANGUAGE THERAPY LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/26/2019	OLIVEIRA PAINTING SERVICES INC	Domestic Profit Corporation	ROCKLAND	02/28/2019
PEMBROKE FAMOUS PIZZA, INC.	Domestic Profit Corporation	MARSHFIELD	02/14/2019	REVIVE HOME LLC	Domestic Limited Liability Company (LLC)	ROCKLAND	02/05/2019
PETRA SOUTH STREET, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02-06-2019	SKY VIEW REALTY LLC	Domestic Limited Liability Company (LLC)	ROCKLAND	02/13/2019
RFE LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/14/2019	ALLIANCE EQUESTRIAN CENTER LLC	Domestic Limited Liability Company (LLC)	SANDWICH	02/15/2019
SCOTTMAR LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/13/2019	AMS CS FINANCIAL, INC.	Domestic Profit Corporation	SANDWICH	02/06/2019
SHINDIGZ, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/13/2019	EQUAL ACCESS RESOURCES, INC.	Domestic Profit Corporation	SANDWICH	02/08/2019
THE GATHERING PLACE CONNECTION, LLC	Domestic Limited Liability Company (LLC)	MARSHFIELD	02/06/2019	MOBIUS DEVELOPMENT GROUP, LLC	Domestic Limited Liability Company (LLC)	SANDWICH	02/13/2019
YOUTH RUGBY INC.	Domestic Profit Corporation	MARSHFIELD	02/08/2019	MOVING FORWARD, INCORPORATED	Nonprofit Corporation	SANDWICH	02/07/2019
A & E MANAGEMENT LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/20/2019	SALT MARSH DESIGN, LLC	Domestic Limited Liability Company (LLC)	SANDWICH	02/15/2019
J&M GROUP, INC.	Domestic Profit Corporation	MASHPEE	02/01/2019	ITCHY'S OFFICE, LLC	Domestic Limited Liability Company (LLC)	TRURO	02/14/2019
JOMAR LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/13/2019	CHINCUAL LLC	Domestic Limited Liability Company (LLC)	WAREHAM	02/05/2019
MASHPEE PROPERTIES, LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/19/2019	HAYES TRUCKING, LLC	Domestic Limited Liability Company (LLC)	WAREHAM	02/16/2019
NINETIES FRONTO LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/02/2019	JMAY REALTY LLC	Domestic Limited Liability Company (LLC)	WAREHAM	02/28/2019
OGCC LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/22/2019	NAVVA CORP	Domestic Profit Corporation	WAREHAM	02/11/2019
SPINCLOUD COTTON CANDY LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/12/2019	LAME MAGE PRODUCTIONS LLC	Domestic Limited Liability Company (LLC)	WELLFLEET	02/22/2019
STEEPLE STREET MUSIC ACADEMY, INC.	Domestic Profit Corporation	MASHPEE	02/23/2019	TAYLOR'S DAD, INC.	Domestic Profit Corporation	WELLFLEET	02/28/2019
TAPTASTINGS, LLC	Domestic Limited Liability Company (LLC)	MASHPEE	02/11/2019	THE GRATEFUL MIND, LLC	Domestic Limited Liability Company (LLC)	WELLFLEET	02/07/2019
THEODORE FITZGERALD ELECTRICIAN INC.	Domestic Profit Corporation	MASHPEE	02/28/2019	THE OLD BANK, LLC	Domestic Limited Liability Company (LLC)	WELLFLEET	02/11/2019
WEST END FISH COMPANY LLC	Domestic Limited Liability Company (LLC)	NANTUCKET	02/08/2019				
WHEELS OF DELIGHT LLC	Domestic Limited Liability Company (LLC)	NANTUCKET	02/28/2019				
AGORA PROPERTIES INVESTORS LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/28/2019				
ANCHOR HEALTH CARE SOLUTIONS, LLC	Domestic Limited Liability Company (LLC)	NORWELL	02/26/2019				

February 2019 Barnstable County Real Estate Activity

Barnstable County Register of Deeds, John F. Meade, reports that the volume of real estate sales in February 2019 was down 2.2% from February 2018 volume and the total value of sales was down 5.8% from the previous year. The median individual property sale value was down 2.9% from the previous year. There was a 10.7% decrease in the volume of mortgage activity from February 2018 levels.

Year to Date: Volume of Sales is down 8%; Total Value of Sales is down 0.5%; Individual Sales Value is up 0.6%; Mortgage Volume is down 16%.

FEBRUARY 2019 AS COMPARED TO THE SAME PERIOD IN 2018

ALL FIGURES ARE BASED ON SALES OR MORTGAGES ABOVE \$50,000.00.

2019 sales volume: 858

2018 sales volume: 933

2019 total sales value: \$469,855,661.00

2018 total sales value: \$472,294,038.00

2019 median sales price: \$352,250.00

2018 median sales price: \$350,000.00

2019 mortgage volume: 1,481

2018 mortgage volume: 1,763

2019 total mortgage value: \$528,828,348.00

2018 total mortgage value: \$639,291,588.00

2019 median mortgage amount: \$257,000.00

2018 median mortgage amount: \$255,500.00

SOURCE: BARNSTABLE COUNTY REGISTRY OF DEEDS

February 2019 Plymouth County Real Estate Activity

During winter months, the real estate market tends to go into a state of hibernation. Perhaps more so this year than in previous years, anyone with an interest in the local real estate market or the national economy is looking toward the spring season with hopes of an increase in sales and refinances. In Plymouth County, February revealed some fairly typical sales and refinance numbers.

FEBRUARY 2019 AS COMPARED TO

THE SAME PERIOD IN 2018

ALL FIGURES ARE BASED ON SALES OR MORTGAGES BETWEEN \$25,000.00 AND \$3,000,000.

2019 sales volume: 1,110

2018 sales volume: 1,244

(11% decrease)

2019 total sales value: \$450,154,387

2018 total sales value: \$507,147,356

(11% decrease)

2019 average sales price: \$405,544

2018 average sales price: \$407,675

(1% decrease)

2019 mortgage volume: 2,243

2018 mortgage volume: 2,669

(16% decrease)

2019 average mortgage amount: \$284,818

2018 average mortgage amount: \$281,749

(1% increase)

2019 foreclosure deeds: 59

2018 foreclosure deeds: 92

(36% decrease)

SOURCE: PLYMOUTH COUNTY REGISTRY OF DEEDS



**Beth Israel Deaconess Hospital
Plymouth**

A Member of

Beth Israel Deaconess Medical Center



HARVARD MEDICAL SCHOOL
TEACHING HOSPITAL

SEVEN A'S FOR PATIENT SAFETY

Beth Israel Deaconess Hospital-Plymouth received its seventh consecutive A rating for patient safety from The Leapfrog Group—the nation's leading nonprofit watchdog on hospital safety. BID-Plymouth is in the top 6% of all hospitals in the United States for patient safety.*

We've come a long way so you don't have to.

bidplymouth.org

*Fall 2018 Leapfrog ratings.



Make sure your business is ready for everything on the horizon.

With a continuum of core financial, accounting, bookkeeping, strategic advisory, and full time, interim or fractional CFO services, our trusted team will make sure you are ready for everything.



CFO, Strategic Advisory & Bookkeeping Services

(877) 475-1357

boardwalkbusinessgroup.com

Spotlight on Giving



Community Connections Inc.

Opportunities for People with Disabilities

Community Connections Inc.

261 Whites Path, Unit 1 · South Yarmouth, MA 02664
508.362.1140 · Toll Free: 800.308.1321
communityconnectionsinc.org
info@communityconnectionsinc.org

Stats

Total number of employees: 350
Annual revenues: \$15,461,000
Year established: 1985
Individuals served: More than 750

Mission

Our mission is to provide life-enriching services that promote optimal independence for people with disabilities. Our extraordinary team supports each person in reaching their potential through goal driven services and community partnerships.

Geographic Area

Cape Cod and Southeastern Massachusetts

Funding

98.6% State and Federal Funding

1.4% Fundraising/Grants/Events

Leadership



David Botting
PRESIDENT & CEO



Christopher Kirrane, Esq.
CHAIRMAN OF THE
BOARD OF DIRECTORS

Board of Directors

Christopher Kirrane
CHAIR Dunning, Kirrane, McNichols, and Gardner

Sergio Balegno
VICE CHAIR Ascend2 Partners LLC

Scott Vandersall
TREASURER Cape Cod Five Cents Savings Bank

Masa L. Bearse
CLERK Totally Mobile, LLC

Donna Sabecky
Formerly of Community Connections, Inc.

Jorie Fleming
Compass

Allison McEachern
Rogers & Gray Insurance Agency

John Beyer
John Beyer Financial Services

Joyce Lorman
Sea Glass Art



Cape Cod Young Professionals

PO Box 634, Barnstable MA 02630
(508)714-2201

capecodyoungprofessionals.org

info@capecodyoungprofessionals.org

On Instagram, Twitter, Facebook, and LinkedIn @capecodyoungprofessionals

Stats

Total number of employees: 2 full-time
Annual revenues: \$251,061
Year established: 2005

Mission

CCYP's mission is to connect, engage, and advance Cape Cod's young workforce and future leaders.

Geographic area

Barnstable County, Cape-wide from Falmouth to Provincetown

Funding

From 2017 auditor-reviewed financials:

46% Sponsorships

39% Program Income

11% Memberships

4% Grant Funding

Leadership



Lauren Barker
CHIEF EXECUTIVE OFFICER



Ryan Castle
BOARD CHAIR





The Family Pantry of Cape Cod

133 Queen Anne Road · Harwich, MA 02645
508-432-6519 · thefamilypantry.com
cmernard@thefamilypantry.com

Cape Cod Community College Family Pantry

The Life Fitness Center Building
Lower Level Room PE-G13
774-330-4365 ext 4365

The Second Glance Thrift Shop

265 Main Street · West Harwich, MA 02671
508-432-0636 · secondglance@thefamilypantry.com

Stats

Total number of employees: 6
Annual revenues: \$1,100,000
Year established: 1989

Mission

The Family Pantry of Cape Cod's mission is to provide food and clothing to those in need. We welcome people of every age, race, color, national origin, religion, residence, sex, sexual orientation, marital status, disabled, veteran, or any other status.

Geographic Area

The entire Cape Cod community, including the Islands.

Funding



Leadership



Christine H. Menard
EXECUTIVE DIRECTOR



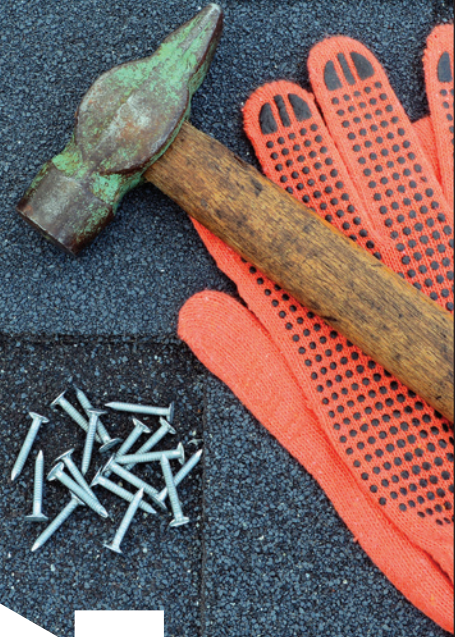
Terri Barron
BOARD OF DIRECTORS CHAIR

Rosemary O'Neill
CHAIRMAN OF THE BOARD OF TRUSTEES

PROTECTION FROM THE TOP DOWN.

A roof is your commercial building's first line of defense from weather hazards such as wind, rain, hail, ice, snow and extreme heat.

PROTECT YOUR BUSINESS AND YOUR MOST VALUABLE ASSETS



COMMERCIAL ROOFING SERVICES
Roof Evaluations · Maintenance Plans · Repairs
Insurance Inspections · Complete Replacements

508-428-1133 · www.cazeaultroofing.com



BOOKKEEPING SERVICES

Leslie Nickinello

C: 774-836-8832
leslie@leslienickinello.com
www.leslienickinello.com





PRfirst!!!
781.681.6616
jfarrell@prfirst.com

Ground Broken For New BID Building At Redbrook

Beth Israel Deaconess Hospital - Plymouth and Long Pond Physical Therapy will soon be a part of the Redbrook community, as ground was broken Tuesday for a new building that will house both.

The 6,300-square-foot building is a joint effort of the A.D. Makepeace Company, developer of the new village known as Redbrook, and A.P. Whitaker & Sons, Inc., the West Bridgewater builder who recently completed the first phase of the Redbrook YMCA.

"We describe Redbrook as 'the New England village reimaged,' and having medical offices here is an important element of the community," said Michael Hogan, president and CEO of the A.D. Makepeace Company. "But here, our family doctor's office is backed by one of the world's most renowned medical institutions."

"At Beth Israel Deaconess Hospital - Plymouth, we are committed to improving the health and wellness of our community," said Kevin Coughlin, president and CEO of the hospital, who also attended. "As a member hospital of the newly formed Beth Israel Lahey Health System, we continue to partner with our neighbors in making healthcare more accessible. We are honored to be a member of the Redbrook community and to bring quality healthcare close to home."

Redbrook also currently features a full-service YMCA, and The Meeting House which also contains the Redbrook sales and management offices as well as The Farmers Table, a café-style restaurant with a menu designed around their farm-to-table culinary philosophy.

At buildout, which will occur over a decade, Redbrook will include up to 1,200 homes, all within easy walking distance of the village center with some 60,000 square feet of commercial space. The village features more than 1,400 acres of preserved forest, with walking trails, kayak launches, ponds for fishing, swimming, and more. Five neighborhoods are complete now, and 184 apartments are under construction, with occupancy starting this summer.

The A.D. Makepeace Company is developer of the award-winning Redbrook. The 165-year-old company is the world's largest cranberry grower, the largest private property owner in eastern Massachusetts, and a recognized leader in environmentally responsible real estate development and stewardship.

Information about the village is available at www.redbrook-plymouth.com. At buildout, which will occur over a decade, Redbrook will include up to 1,200 homes, all within easy walking distance of the village center with some 60,000 square feet of commercial space. The village features more than 1,400 acres of preserved forest, with walking trails, kayak launches, ponds for fishing, swimming, and more. Five neighborhoods are complete now, and 184 apartments are under construction, with occupancy starting this summer.



THE POWER TO BRAINSTORM.

With our generators,
 your creativity doesn't need to stop when the power goes out.



2696A Cranberry Hwy · Wareham, MA 02571 · (508) 295-7336 · www.ssgen.com

Cape Cod Chamber Receives Grant For Blue Economy Expedition: Blue!

The Cape Cod Chamber of Commerce, in partnership with the Town of Barnstable and the Cape Cod Blue Economy Foundation, Inc., announced today the receipt of a \$1 million grant to create Expedition: Blue! - a major step toward the regional branding of the Blue Economy.

Funded by Governor Baker's Seaport Economic Council, Expedition: Blue! will create a network of interconnected permanent installations at sites that tell the story of the Cape region's connection to the sea, our place in world ocean research and discovery, our fishing and aquaculture heritage, and our strong inventory of blue economy institutions and industries, among other topics.

"Capitalizing on the millions of guests we receive annually, we will tell the story of our region's maritime heritage but more importantly, link that story to existing and future activities that explain our Blue Economy", said Wendy Northcross, Cape Cod Chamber CEO. "This 'Expedition' will also show how interconnected we are as a region and how important water and coastal resources are to our well-being."

The Town of Barnstable's support for the project was critical to a successful grant application, and will act as fiscal agent. "Recognizing the growing acceptance of a Blue Economy for regional prosperity, the Town of Barnstable is proud to collaborate on such an important project," said Mark Ells, Barnstable Town Manager. "The story to be told is one of resilience, sustainability and we hope to inspire the next generation of scientists, aquaculturists, engineers, technicians and creative entrepreneurs to participate in our growing blue economy."

"More than a collection of roadside plaques or kiosks, this project proposes storytelling through an 'expedition' that will encourage discovery and participation in a larger narrative of the Blue Economy, with a more deliberate way of seeing the region's timeless ties to water resources, as well as their importance to in a modern economy," said the Chamber's Blue Economy Project Manager Leslie-Ann McGee.

The Chamber has been working with Cambridge Seven to develop initial design plans, tapping their experience in creating the Gloucester Harbor Walk, a model for Expedition: Blue! The Chamber expects to work with the 24 towns in the Blue Economy region and private organizations on site selection, which is expected to begin this spring. Full project completion is targeted for late 2020.

The Cape Cod Blue Economy Project is an initiative of the Cape Cod Chamber of Commerce and its subsidiary, the Cape Cod Blue Economy Foundation. The project aims to diversify the region's economy and employment, while working to sustain our environmental and coastal resources. View the Blue Economy Project video: <http://www.bluecapcod.org/blue-video>.

Our 60th Anniversary

ROBIES
Heating • Cooling • Generators



1-800-698-4522 robies.com

Health & Wealth[®]

Fall 2018

Managing Chronic Diseases

YMCA Cape Cod Programs Focus on Lifestyle, Support and Community



A triumphant group at the YMCA's first-ever LIVESTRONG retreat for cancer survivors, held this September at Camp Lyndon in Sandwich.

INCREASE THE HEALTH & WEALTH OF YOUR BUSINESS.

Reflect your company's value to high value consumers.

Health & Wealth offers a unique content marketing opportunity to brand your business and showcase your expertise with content at an affordable cost.

If you are a part of one of the following industries, this is the perfect marketing opportunity for you:

- Financial Services Firms
- Banks
- Mortgage Lenders
- Insurance Companies
- Real Estate Firms
- Accountants
- Attorneys
- Restaurants
- Fitness Centers
- Spas
- Wellness Specialists
- Gourmet Food and Wine Purveyors
- Luxury Goods Retailers
- Automobile and Boat Dealers
- ... just to name a few!

For more information, contact Laurel Hartman:
(508) 385-3811 or email laurel@capeplymouthbusiness.com

PUBLISHING DATE: JUNE 2019

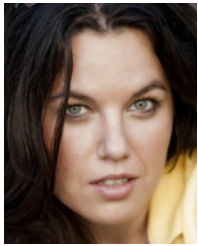


A triumphant group at the YMCA's first-ever LIVESTRONG retreat for cancer survivors, held this September at Camp Lyndon in Sandwich.

The Art Of The Pitch

Two-tenths Of A Second

By Ja-Naé Duane



That's how much time baseball players have, on average, to decide if they should swing at a pitch. On top of that insanely short window of time, "the human eye really is not fast enough to follow a 95-mile-per-hour fastball from the pitcher's hand all the way to the plate." In other words, it should be almost impossible for batters to connect with the ball.

But despite the huge challenge, pitchers keep pitching, hitters keep swinging, and most teams get eight to nine hits per game. Somehow, some way, the game of baseball works, even though it seems like it shouldn't.

You'll experience something similar when you pitch your business. You'll have what feels like a super-short amount of time to convince a potential investor why they should trust you and your idea.

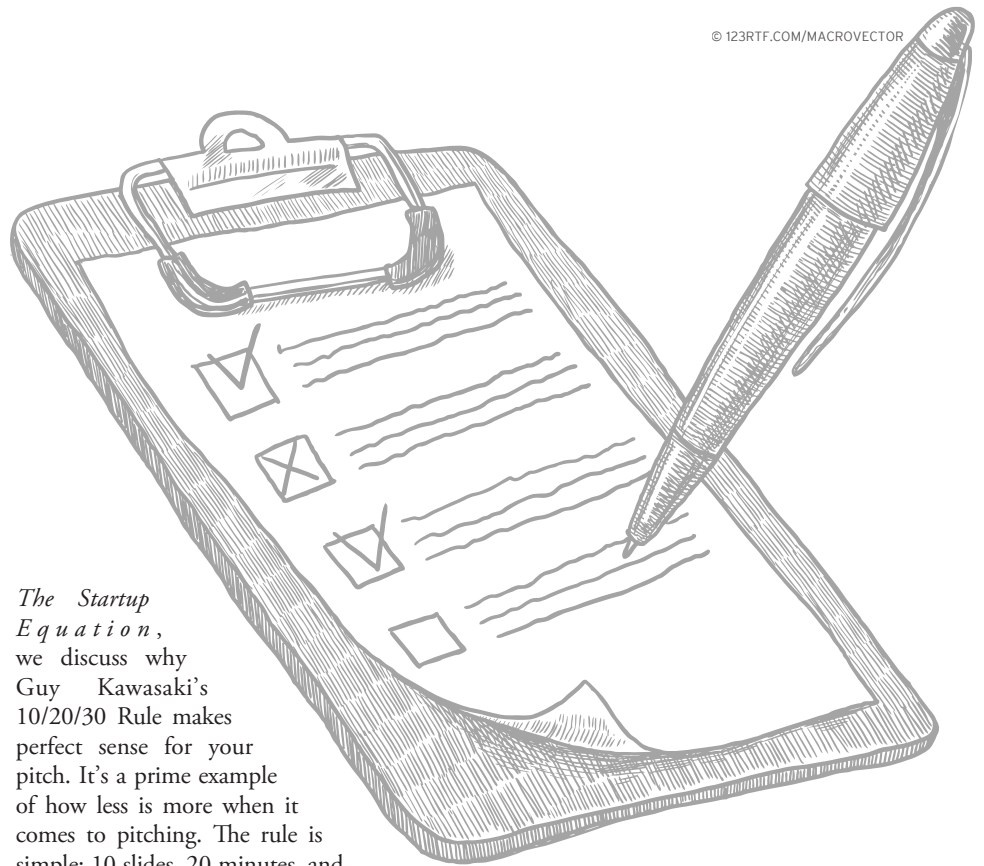
This advice will sound obvious, but your pitch needs to be clear and concise. How does your solution solve a particular problem, and why, in a sea of potential investment opportunities, should this investor's dollars come to you?

It's damn hard ... kind of like trying to a high-speed fastball with a skinny stick.

First, how do you get your point across fast enough to engage someone? I see two big time wasters that tend to come with inexperienced pitchers:

- Too much personal history. Sleepless nights. Check. Spent all your savings. Check. Walked away from other opportunities. Check. Look, almost every entrepreneur has made sacrifices of some sort. The art of the perfect pitch means you make it as easy as possible for potential investors to understand the value of what you're doing. Recounting your "tortured" past only gets in the way of your brilliant idea.
- Too many details. At this point in the pitch, the investor doesn't need to know the operating system you'll use in the office. Avoid the details that don't add depth to your pitch, and focus on things that will affect your long-term success, like the business model you plan to adopt.

Second, what should a pitch look like? In



The Startup Equation, we discuss why Guy Kawasaki's 10/20/30 Rule makes perfect sense for your pitch. It's a prime example of how less is more when it comes to pitching. The rule is simple: 10 slides, 20 minutes, and font no smaller than 30 points.

Where did the rule come from? Guy has listened to hundreds of companies pitch, and as he notes, "Most of these pitches are crap: sixty slides about a 'patent pending,' 'first mover advantage,' 'all we have to do is get 1% of the people in China to buy our product' startup."

You don't want your pitch to be crap, so here's an outline that will help you stick with the 10-slide, 20-minute, and 30-font-size rule.

- 1. Define the problem:** Hit them with the challenge out of the gate.
- 2. Solve the problem:** How does your product/service solve the problem?
- 3. Pick the business model:** How will you make money and scale?
- 4. Define the competition:** How big is the market, who else is doing it, and how will you do it better?
- 5. Name the team:** These are the members of your "A-Team."
- 6. Outline the financials:** When will you be profitable? How will you spend the investment you're requesting?
- 7. Explain the milestones:** What will the funding help you do? This is also a place to describe successes to build momentum and discuss prior examples of exits for companies like yours.
- 8. Issue the call to action:** Quickly sum-

marize the one-minute pitch and tell them what they can do to invest and get in on the opportunity now.

Finally, practice, practice, practice. And make sure you do it in front of people a few times. Ideally, your audience will include people who've heard or given successful pitches. You want constructive feedback to help you improve, and realistically, the more comfortable you become with the pitch, the better you can think on your feet during the meeting.

The art of the pitch comes down to some basics that often get overlooked by people thinking they need to dazzle investors to get the "yes." You don't need buzzwords or silly business models. You need a solid explanation for what it will take to get your business to the next step and why that success can benefit investors. Again, it may sound simple, but a lot of things do — until you try them in real life.

A version of this article originally appeared at 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.

PIONEERS

Cannabis Innovators: Erik Hunter

By Beth Waterfall

With their coastal scenery and diverse topography, Cape Cod and Plymouth County effortlessly entice nature lovers and scientists to call the region home. And while the fishing and hospitality industries are the heartbeat of the local economy, the region is also home to innovators like Dr. Erik Hunter, a South Yarmouth-based hemp cultivator and business owner with a Ph.D. and master's degree in mining and earth systems engineering.

"American industry is trending towards bio-sustainability, and hemp plays a critical role in the establishment of a new economic paradigm," Dr. Hunter explains. "I'm dedicated to shifting the perception of hemp as being an alternative crop to a mainstream commodity."

Across the globe, hemp is used for "food, fiber, livestock bedding, Cannabidiol (CBD)-based medicines, paper products, molded plastics, and many other purposes," Dr. Hunter explains. "It's a hardy crop that will grow in any environment that supports the cultivation of corn, which historically has been an important crop on the Cape and South Shore. Hemp is also useful in helping to re-establish fallow lands, remove salt build-up in the soil, and eradicate stubborn weeds."

Dr. Hunter's curiosity about hemp piqued as a child playing on the edges of his father's wheat and soybean farm. The perimeter of the farmland was dotted with mature hemp plants – relics from World War II, when farmers were encouraged by the U.S. government to grow hemp to support the production of sail canvases, shipping ropes and other fibers used by the military.

"As a kid I walked through the hemp plants, but I didn't know they were absorbing the fertilizer runoff from the farm," said Dr. Hunter. "It was cleaning up the environment on the farm, so it was puzzling to me when my father explained that the hemp plants were illegal."

A few years later he was inspired to become a hemp activist after learning why hemp was illegal from *The Emperor Wears No Clothes* by Jack Herer. Then, when Dr. Hunter was a Ph.D. student in 2012 at the Colorado School of



Mines, he joined leading local hemp advocates to successfully lobby for a bill that resulted in a research program focused on hemp cultivation to remove contaminants from soil. Erik and his team then cofounded the nonprofit Rocky Mountain Hemp Association to educate farmers about the benefits and challenges of hemp agriculture, and successfully lobbied for the bill that created a Colorado Department of Agriculture program for commercial hemp cultivation.

After connecting with leading activists during a summer trip to Massachusetts in 2016, Dr. Hunter decided to head to Massachusetts, where he could continue his lobbying efforts and be closer to family. "With my success as a lobbyist in Colorado, I realized I could help elsewhere and change perception," he said.

Today Dr. Hunter runs Cape Cod Hemp (<http://www.capecodhemp.com/>), which he founded "for the purposes of promoting hemp agriculture, manufacturing of hemp products, and retailing of hemp products in Massachusetts." The website provides visitors with an update on the current legal status of hemp in Massachusetts and links to The Massachusetts Department of Agricultural Resources (MDAR) Hemp Program. The site also includes a page full of colorful images of hemp plants he grew last year.

Dr. Hunter continues to grow hemp, and is now selling a topical salve that he makes with

So, what is hemp?

Hemp is cannabis.

But to be classified as hemp rather than the cannabis that consumers and patients ingest or apply to their bodies, the plant must test at or less than 0.3% THC.


THC, or tetrahydrocannabinol, is the main psychoactive chemical compound found in cannabis.

hemp-derived CBD. He's also researching and testing a CBD gummy bear product and looking to purchase property on Cape Cod for commercial hemp cultivation, which is presenting a fair share of challenges with the region's diverse topography and subdivided lots.

"To get anything that's more than an acre at a good price is difficult," says Dr. Hunter. "I'm looking at \$80,000/acre properties and talking with the town planners about using different parcels. There's some good soil on the Cape so I'm going to keep trying."

Dr. Hunter is also committed to ensuring quality and accessibility of CBD products locally and globally.

"Many CBD products on the market are overpriced and unaffordable for a lot of people, so I'm looking to work with companies making quality CBD products at reasonable prices that really reflect what it costs to make the products. The cost of CBD has come down so much that there's no excuse to be keeping people from accessing it."

Dr. Hunter creates his products in a commercial kitchen inspected by the health department, and he performs THC and CBD analysis on his products. Dr. Hunter's products will be available for sale at select Hyannis retailers later this spring. Visit <http://www.capecodhemp.com/> to learn more. 

PLACE:

Cape Codder Resort & Spa

**REGISTRATION/
NETWORKING:**

12:30 - 1 p.m.

OPENING KEYNOTE:

1 p.m.

BREAKOUT SESSIONS:

2 - 5 p.m.

NETWORKING PARTY:

5 p.m.

COST:

\$65

REGISTER:

capeplymouthbusiness.com

PRESENTING SPONSORS:**SPONSORS:****SUPPORTING SPONSORS:****PRODUCED BY:**

CANNABIZ

The Journey Continues

May 22, 2019

OPENING KEYNOTE SPEAKER

Steven J. Hoffman Chairman, Cannabis Control Commission mass-cannabis-control.com

NINE 45 MINUTE BREAKOUT SESSIONS

Session 1: Cannabis on the Cape and Islands: Bans, Moratoriums and Changes on the Horizon

A look at which towns are more welcoming to cannabis businesses than others and the short- and long-term effects bans and moratoriums could have on a multi-billion-dollar industry.

Session 2: 280E- The Accounting Monster Every Cannabis Business Needs to Know

Learn about unique tax issues within the Cannabis Industry, including numerous challenges in banking, bookkeeping and business structure along with tax-savings planning opportunities.

Session 3: Marijuana in the Workplace

A legal overview of how the law impacts the workplace and practical next steps for employers.

Session 4: Raising Capital and Investing in the Cannabis Industry

When raising capital from outside investors, companies are faced with several choices regarding terms, structure, filings to make or not make, and type of investor, among other decisions.

Session 5: Marketing/PR/Branding

Things you need to know about marketing and promoting Cannabis brands.

Session 6: Hemp: From Alternative Crop to Mainstream Commodity

Is hemp really legal? What did the 2018 Farm Bill change for hemp and CBD products?

Session 7: Changing the Conversation in Our Communities

What municipalities need to know to make the proper decisions for their community.

Session 8: Cannabiz Pioneers

Local cannabis business leaders share their emerging business opportunities and secrets.

Session 9: CBD Products: The New Normal for Wellness?

The benefits of Cannabidiol (CBD) for mind and body care.

CLOSING KEYNOTE SPEAKERS

Tito Jackson CEO, Verdant Medical

Wendy Northcross CEO, Cape Cod Chamber of Commerce



THE INNOVATORS

Acella Construction Continues To Set The Standard For Excellence

By Ann Luongo

In 2003, Acella Construction Corporation was housed in a 200-square foot office space in Norwell, serving non-for-profits and doing some commercial work. However, as the company's name and reputation for focusing on and meeting clients' needs grew, so did its client base.

"After working for the big companies in the city, we saw an opportunity to provide the same level of service as the bigger companies in the non-union arena, and that has proved to be a successful business model," said Dave Dirubbo, president of Acella. "Some of our first clients were Boston Beer Works (Samuel Adams). In the first year of business, we managed to post \$2 million in revenues."

The company continued to work its niche (non-profits and universities/schools), and much of its initial success came from working with companies who had less-than-satisfactory experiences with some of the larger construction firms.

With Acella, Dirubbo said, the company's vision – "building relationships one project at a time" – has been their objective from the beginning. It's a vision they stick to, even today,

which contributes to the company's success. Acella has steadily grown not only in revenue, but in the size of its team, as well.

"We started out with two employees back in 2003; by 2004 we were a company of eight," said Dirubbo. "I am happy to report we have approximately 40 employees now, many who have been with the firm for years, and several new employees as we have consistently enjoyed slow and steady growth through the years. We anticipate adding six to eight more employees as we head into the summer."

In 2017, Acella expanded to its Pembroke location, furthering its strategic growth plan to serve markets and choose projects where they can make significant contributions and truly change lives, according to Dirubbo.

"We build better when we are close, connected and engaged with our clients and communities, and our new location helps our team travel more easily to clients and projects located in Boston, on the South Shore and on Cape Cod," he said. "The 6,000-square-foot space was transformed through extensive renovations to the original building, and we are constantly building on our initial goal of creating a warm and welcoming space to host clients and colleagues."

The two-floor workspace, he added, is comprised of private offices, conference space featuring custom-glass walls, and open areas that promote a casual and collaborative work style that distinguishes Acella in a highly demanding, fast-paced construction environment.

"We are a closely-knit team that values our family-business roots and thrives on collaboration. Our enduring relationships with owners, architects and subcontractors has helped build experienced project teams that work seamlessly together and has facilitated our early involvement through preconstruction and design/build services," Dirubbo said.



The Acella team brings a wide range of experience to the table for each and every project they get. They are widely recognized for understanding and fulfilling each client's unique vision, advocacy and leadership in academic, retail, corporate, healthcare and community projects, which range from ground-up construction, new additions, complex interior renovations and tenant build-outs.

Recent projects in academic spaces include ground-up construction, phased construction, and complex interior renovations for Jackson-Walnut Park Schools, Thayer Academy, Sacred Heart High School, MIT and Northeastern University.

Acella has additionally made significant contributions to the South Shore community and Cape Cod, completing recent projects for non-profit cultural organizations like Hingham Historical Society/Hingham Heritage Museum, Hingham Congregational Church, and the South Shore YMCA, as well as South Shore developers, Jumbo Capital Management and FoxRock Properties.

Healthcare work complements Acella's expertise working in sensitive, occupied envi-

ronments. Recent wellness and healing space projects have been completed for South Shore Health System/South Shore Hospital.

"We are constantly striving to be better tomorrow than we are today," Dirubbo said, "and that philosophy has helped us flourish over the last 15 years. Over the next 10 years, we'd like to continue our slow and steady growth while augmenting and enhancing our diverse portfolio. I don't want to grow the company past the point where we lose the personal touch."


In light of its success and, in part, because of it, Acella Construction makes a point of supporting local community efforts and serves as a sponsor for annual philanthropic events on a regular basis.

"One of my favorites is our ongoing partnership with the Wompatuck Warriors Youth Mountain Biking Group," said Dirubbo. "I serve as a coach, and we provide a trailer to transport race-day supplies, bikes, and spare equipment for the team's events. It's great to see the kids get outside and enjoy, as well as progress in their skills over the course of the season."

"We also recently joined South Shore Habitat

for Humanity for a rewarding day of building at their Duxbury site. Our employees came together for a day of service and participated in the organization's team build program, where volunteers from all walks of life come together to support safe, affordable homes for economically disadvantaged families," he said.

Employees at Acella are encouraged to serve on non-profit boards. The company also offers financial support for a number of local organizations on an ongoing basis as well, including the South Shore YMCA, Cardinal Spellman, South Shore Health System, and others.

"People should do business with us if they want a company who cares about them as a person and treat their projects as the only one we are performing at that time, with attention to detail and quality to last a lifetime," Dirubbo said. "We provide a very hands-on approach, with much thought and care taken to balance design aesthetics and the costs associated with the finished product. Every project has their unique challenges, but it is our goal to make every client, architect, engineer, subcontractor, vendor and especially employees happy to be part of the Acella family." 

Does your business have the recipe for success?

Join us **May 2nd from 5 to 7pm at 397 Palmer Ave in Falmouth** to learn how our locally-serviced financial solutions are the key ingredients to help your business thrive.

Celebrate National Small Business Month with us. Meet the team, enjoy refreshments, and enter to win something cool.

RSVP: mvbank.com/merchant
or 774-310-2030



Banking | Lending | Advising

508.627.4266 mvbank.com

Member FDIC | Member DIF

• RETAIL

Coffee Connoisseurs

Pam And Jan Aggerbeck Take Community Approach To Cape Cod Coffee

By Doug Karlson

Jan Aggerbeck is something of a coffee connoisseur. Growing up in Denmark, that's to be expected. Danes drink a lot of coffee. "It's easily five times a day, if not more," he says.

So when the former Silicon Valley CEO was looking to acquire a business with growth opportunity, Cape Cod Coffee hit the spot.

"It was the best coffee I'd tasted," he recalls of his and his wife, Pam's decision to buy the company in 2015. It was founded in 1970 and moved to Mashpee in 1986.

With a background in turning companies around, Jan realized he could expand the company's offerings and reach. All that was needed was fresh management and an infusion of capital.

"If the product is there I can do the rest," thought Jan.

Since purchasing the company, it has tripled its sales, and Jan predicts it will double again in two years. It's also grown from four to more than 20 employees. "We will likely double that this year," he predicts.

To achieve that growth, the company has focused on quality coffee, excellent service, engagement with the local community, sales and marketing outreach beyond Cape Cod, and scaling up to meet the demands of commercial clients.

Jan focuses on sales and marketing, and Pam, in addition to her work as an operating room nurse at Brigham and Women's Hospital in Foxboro, focuses on HR and public events. "But we're still small enough that we both wear about 20 hats," says Jan.

At its roasting facility in Mashpee, Cape Cod Coffee has expanded its capacity and can now process up to 20,000 pounds of coffee per day using coffee beans that come from Central America, South America and Africa as well as India and Indonesia.



The roasted coffee is sold in one and five-pound bags as well as recyclable K-cups. The Aggerbecks carefully manage the inventory to ensure that coffee is always fresh, which Jan says is essential.

Cape Cod Coffee sells primarily to wholesale accounts: coffee shops, restaurants, and hotels and resorts. Cape Cod Coffee's sales team covers all of New England and well as New York and New Jersey. The company also has a small café in Mashpee Commons and a large café in Barnstable Airport, and plans are in the works to open a restaurant in Mashpee Commons to serve breakfast and lunch.

Shifting Tastes

Back in 1986, Jan notes that Cape Cod Coffee offered just two options: regular and decaf. The company now offers more than 40 choices. He says coffee drinkers increasingly demand more variety and greater quality, and compares the coffee industry to the beer industry in the way customers have grown increasingly discriminating.

In addition to quality flavor, customers are interested in coffee that is single origin (from the same farm), and grown without the use of chemicals and according to fair trade practices. Cape Cod Coffee uses only natural flavors, no

sugar, and no syrups.

Jan touts the health benefits of good coffee, and encourages people to drink it black.

"If it's good coffee you don't need milk and sugar," adds Pam, who says she too is a coffee lover, having grown a passion for it after meeting Jan.

Cape Cod Coffee's competitors include large distributors like Sysco and Boston's Best Coffee. But Jan maintains their biggest competitor is the status quo. Convincing a customer to switch from one coffee vendor to another isn't easy.

To persuade customers to switch to their brand, Pam and Jan set up tastings as often as possible. "If you really want to convert people they have to try it," says Jan. Excellent service is essential, too, and the company has a service department that is the same as larger competitors.

For customers on the Cape, being local is an important selling point, though even local businesses are also often reluctant to change vendors. "You would be surprised how many businesses on Cape don't source locally," observes Jan.

Community Engagement

When it comes to stressing the value of using local vendors, the Aggerbecks practice what they

preach. “We do everything local,” says Pam. They seek local vendors for their own business, whether it’s donuts, soap, or partnering with Cape Cod Beer to produce a coffee-flavored beer.

Cape Cod Coffee participated in about 200 events per year. Last year, the events that Cape Cod Coffee took part in raised about \$2 million for charities, says Jan. He himself spends a considerable amount of time helping community organizations. He sits on the board of the Cape Cod Chamber of Commerce and is a mentor at Entrepreneurship for All.

“We’re believers in giving back,” explains Pam “It’s fun when we go to events and people say ‘thank you so much.’”

That approach was recognized by the Retail Associations of Massachusetts in 2016 when it awarded Cape Cod Coffee with the Award for Advertising and Promotion for “unparalleled creativity in business marketing.”

Bigger Is Better

Cape Cod Coffee relies on a large state-of-the-art roaster that produces larger quantities at a higher consistency than smaller competitors. In addition, to land commercial accounts, Jan says coffee distributors must provide industrial Bunn coffee makers that cost about \$2,000 each. That’s a significant investment, as some resorts requires as many as five coffee machines.


The company has also made efforts to expand off-Cape to offset the seasonality of Cape Cod. Increasing business in the off-season allows the company to hire year-round employees. Jan notes that it’s much less of a challenge to find and retain good employees on a full-time basis compared to summer only.

Full time year-round employees also become more skilled. “It’s easier to get quality of service when they’re here all year,” explains Jan. “We want people to feel they’re part of something.”

Advice

Their advice for someone interested in purchasing a business? Find something you’re passionate about,” says Jan, and be prepared to put in 60 to 70 hours of work per week at first. He also recommends using a free mentor from Entrepreneurship for All. Prepare a marketing plan, look for hidden costs, and know your customers, stresses Pam.

While they want to grow, Jan says they also want to keep their business manageable. He says he’s run billion-dollar companies before, and that’s not what he’s interested in.

“We want to keep it personable. We’re truly a partner in your business. We’ve embraced the Cape Cod community and they’ve embraced us,” says Pam. 

Helping Your Business Is Our Business Because Each Relationship Matters



*Tony's – 119 Dukes County Ave.
Serving the public for over
130 years.*

“They have our back and know how to smooth out the road ahead. With a bank, it does not get better than that!”

**– David Richardson, Owner of
Tony's Market in Oak Bluffs**

Rachel BenDavid
Commercial Banker
508.957.1113
Rachel.BenDavid@RocklandTrust.com

**ROCKLAND
TRUST**
BANK

Where Each Relationship Matters®

Member FDIC





Local Makers: Made in Our Region

*From salt and soap
to jewelry and beer,
the Creative Economy thrives*

By Carol K. Dumas

Make it and sell it. Sounds easy, right?

Thanks to the internet, it seems all one needs is an idea and an online “store.”

The reality is that start-up businesses have a high failure rate. According to the U.S. Small Business Administration, more than 50 percent of small businesses fail in the first year and 95 percent fail within the first five years.

Yet, the Creative Economy, as the Commonwealth of Massachusetts officially calls it, is thriving. Cape Cod and South Shore communities’ farmers markets showcase an array of local products and craft breweries are springing up everywhere. On Cape Cod, where jobs are few and the cost of housing expensive, making a living from selling your product can supplement a traditional means of income as well be a full-time job.

The ease of eCommerce is just one reason for the increase in local makers. There’s less loyalty to corporations who no longer pay pensions; even business schools are encouraging graduates to focus less on longevity at their first job and not work in one company for more than five years, says Rob Clark, chairman of SCORE Southeastern Massachusetts.

“I hear often, ‘All I have to do is get this on YouTube,’” says Clark, who is among retired corporate executives who mentor start-ups and also established businesses seeking a tune-up. “There’s also the view of ‘why do I want to work for ‘The Man’ when I can be successful at doing my own thing?’”

While Clark says “enthusiasm and work ethic,” are key, most people fall short on the metrics needed for a new business to be successful, which is where SCORE’s mentors come in with a reality check.

Lack of job security or other financial circumstances can also fuel a start-up. For those who have slogged away in the corporate world, change can be liberating, although risky.

Master baker Peter and Nicole Nyberg, who had a career in marketing, had toiled years in corporate America, facing long, daily commutes and hectic travel schedules before opening Artisan Hearth Bread in Plymouth in 2010.

Their plan was to open an artisan bakery as a retirement business, years down the road, but unfortunately, the financial crisis of 2007-08 ate up their investments and retirement accounts and caused them to review their strategy.

“At that point, leaving our corporate jobs

and going out on our own didn’t seem as risky as it once had,” says Nicole. “There are never any guarantees, sometimes you just have to go for it. Fortunately for us, things worked out well.”

They found prospects by searching the internet and driving around looking for restaurants and chefs that might be interested in their products, says Nicole. “Our wholesale business grew from there. It took time and we had bills to pay, so that was probably our biggest challenge – balancing everything as more customers joined the fold.”

The business started with one variety, an English Country loaf, and now offers several kinds, available at their retail store in Plymouth and served at several fine restaurants in Boston and on the South Shore.

Business 101

While you don’t need an MBA to sell your own product, not having a business plan can eventually catch up with a local maker.

“The numbers don’t lie,” notes Jill Beresford, a former CEO and now a small business counselor at the Massachusetts Small Business Administration, which offers free business advice to small businesses. “There’s a narrative to a business plan; pricing, packaging, etc., but I start with the financials. You have to start testing financial projections, going forward. The companies I see fail don’t understand the financials.”

Kaitlyn Litchfield of Hingham was one of those local makers who presented an idea to Beresford. Her fledgling business selling was inspired by her personal experience shopping with her infant son. Her 10-month-old nearly toppled out of a shopping cart, despite being strapped into the seat. She found through research that 66 children a day go to the hospital after falling out of a shopping cart; some even die from their injuries.

She made her own admittedly “crude” prototype for The Original Shopping Cart Vest and presented her idea to Beresford who said, “You have an idea.” However, a more polished prototype would be needed. Litchfield connected with Saconic Design Works in Plymouth, who improved the design, which she brought to a Fall River manufacturer, which will produce the vest.

“It’s 100 percent Massachusetts-made,” Litchfield says with pride. “This is my community, the community that has supported me.”



BARREL HOUSE Z

Weymouth

Founder: Russ Heissner

Founded: 2016

barrelhousez.com

Product: Small-batch, barrel-aged beer created collaboratively with an ever-changing roster of innovative brewers.

Inspiration: “I’m constantly inspired by the creativity of our head brewer Chris Dion. He has a fearless imagination that leads to outstanding beer.”

Hindsight: “One thing I wish I’d been able to do sooner was convince current GM and President Dan O’Donnell to join our team. His experience in both the front-of-the-house and whole-sale sides of the business has been a game changer for us.”

“Whether you’re starting craft brewery or any business, you need two things: a vision of what you want to build and a great team of people to make the vision a reality.”



CHEQUESSETT CHOCOLATES

North Truro
Founded: 2013

Owner: Katherine Reed
& Josiah Mayo
chequesettchocolate.com

Product: Hand-made craft chocolates from cacao beans

(bought directly from farmers) roasted on site. Chocolate bars and confections, cocoa, cacao nibs for cooking and baking uses. Best seller: Wellfleet Sea Salt Dark Chocolate Bar.

Inspiration: “After graduating from college, I had a job with a focus in sea level rise, but I quickly became disenchanted with the politics of it. On a trip to Costa Rica, Josiah and I met this man making chocolate through a very rustic process. Supporting small, traditional farmers appealed to us, as well as the eCommerce potential, that [fine grade chocolate] was a luxury product and pretty much non-perishable. And, of course we love chocolate!”

Marketing: Ecommerce (website), eNewsletter, social media, sold retail and wholesale and at their café in North Truro.

Hindsight: “Know what things cost. Ask yourself, ‘is this a profitable item?’ There’s this pressure to produce and perform when you’re an entrepreneur, but know the math.”

“We try to stay true to the process and what we’re about: promoting sustainable agriculture and our direct trade relationships with producers to ensure our supply chain is ethical and environmentally sound.”

Litchfield also secured a patent for her design, on the advice of her mentor.

SCORE mentors meet with clients to review the tenets of building a business, asking such questions as: Why are you doing this? Who is your customer? Where do you see the business in five years? What kind of capital do you need/have to start your business? “We never try to discourage anyone,” Clark emphasizes. “But without a plan, that business can go sideways quickly.” Local makers should also be cognizant of any permits needed to make products out of their home, especially food items.

“We like to understand your passion,” Clark says. “If we can help articulate your passion into a product or service and what that experience is, we can start quantifying that.”

Chequesett Chocolates’ co-founder Katherine Reed had that passion, initially for sea level rise and climate change, but she was not happy early on in a corporate job. While she and fellow business partner Josiah Mayo were traveling in Costa Rica, they were enchanted after observing chocolate making on a very primitive level by a man in a simple hut. Cacao beans were sourced from a local farm, then roasted and ground. They believed they could translate that concept into a profitable Cape Cod business. They admittedly didn’t have a marketing strategy, per se, but chocolate making appealed to this young couple for several reasons: they could support sustainable agriculture and small farmers, two causes they were passionate about; their price point and profit would be higher as chocolate from higher grade cacao was a luxury market; chocolate was less perishable than other products and it could be sold online. To differentiate their product in the market, they planned to roast the imported beans on site, something many chocolatiers don’t do, preferring to buy huge blocks of commercial grade chocolate.

Their business was born six years ago in Chequesett Neck, Wellfleet, near Cape Cod Bay. “It was classic us, we just dive in and figure it out,” Reed says with a laugh. Today, they have a retail space in Truro in addition to their robust eCommerce business.

Reed was inspired a lot by podcasts such as “Corner Office” and “How I Built This.”

“Knowing you had company in the trough of sorrow was reassuring,” says Reed.

Susanna Locketti Sapir of Plympton worked two jobs, in TV and in human resources, before a gift of homemade salt changed her life.

“After the salt ran out, I decided to try making my own,” she recalls. “My first batch was dark, damp and loaded with pepper.” She refined the recipe, and then with a tax refund, gave it out as Christmas gifts in 2006. In 2013, she was asked to make 80 jars of her garlic-pepper salt as corporate jars and decided it was time to start a company. “I had an image of the modern woman and the resourceful Pilgrim.”

She uses fresh, organic and locally sourced ingredients (when available) and packages it in “pinch pots,” making 70 batches at a time. “I wanted to take a centuries-old icon of salt and pepper shakers and revolutionize the way we seasoned our food,” she explains.

While initially selling online and at farmers markets, her big break came when her product was featured on “The Queen Latifah Show” “and it put us on the map.”

Locketti Sapir is steadfastly frugal in her business strategy. “One of the biggest lessons I learned was to save every dollar I make and put it back into the business.”

Russ Heissner of Barrel House Z, a micro-brewery founded in 2013, had industry experience before going out on his own. He was the first brewmaster at Harpoon Brewery before leaving in 1992 to work as an equipment manager for a company that made brewing systems and later worked in sales for BP. He studied fermentation science in college.

“Whether you’re a craft brewery or a software developer you have to be a person who has vision and real commitment,” he says. “You have to see what other people don’t see and take a risk. You need the ability to roll with the punches and you need a strong team to make it all happen.”

Financing The Dream

Not all local makers need financing, but the costs can be daunting for equipment, renting a space, setting up a commercial kitchen, buying a building, supplies, employees or doing eCommerce. Sometimes banks are reluctant to loan to businesses without a track record. Fortunately, there are some options for local makers and a lot of free advice out there from former corporate executives.

South Eastern Economic Development Corporation (SEED), based in Taunton and serving Massachusetts and Rhode Island, has loan programs for businesses who lack high credit scores and tax returns showing a record of business success. The nonprofit awards from

Everything you need to run your business



Banking products essential for getting the job done.

As a business owner, you know what you need to keep things running smoothly.

At The Coop, we have business products that use the latest technology, like scanners that let you deposit checks right from your office and Online and Mobile Banking services that let you bank anytime, anywhere.



Third Party Lender of the Year

Supporting small business growth and job creation are the most important things we do as a community bank, and we're proud to be recognized by the U.S. Small Business Association of Massachusetts as the **2018 SBA Third Party Lender of the Year.**



Member FDIC • Member SIF

mycapecodbank.com • 508.568.3400

HEARTH ARTISAN BREAD

Plymouth

Owners: Peter & Nicole
Fichter Nyberg
Founded: 2010
hearthartisanbread.
com



Product: High-quality artisan bread made daily, by hand, using the natural sourdough starter created by Peter, holding true to traditional French and German bread baking techniques.

Inspiration: “We periodically discussed opening an artisan bakery as a retirement business years down the road, but seemed too risky to do it while our children were young. That all changed after the financial crisis of 2007-08 and watched our investments and retirement accounts drop in half. At that point, leaving our corporate jobs and going out on our own didn’t seem as risky as it once had.”

Marketing: Initially cold calling on chefs, restaurants; currently: social media, web site, operate retail and wholesale bakeries; media exposure (featured on local TV shows, “Phantom Gourmet” and “Chronicle.”)

Hindsight: “Someone told us before we opened to make sure to find a good attorney and a good accountant, and that advice is still sound. I would advise other start-ups to surround themselves with top notch people - employees, advisors and service providers.”

“Hearth Artisan Bread was founded with hard work and a commitment to excellence. When you are committed to creating a high quality product, and you combine it with excellent customer service, wonderful things happen!”



THE HIPPI PILGRIM

Plympton

Owner: Susannah Locketti
Sapir
Founded: 2013
hippypilgrim.com

Product: Handmade raw garlic salt blends in ten varieties using locally sourced ingredients such

as herbs, garlic and shallots. Best sellers: Original (“the Holy Trinity of salt, garlic and pepper”) Shallot, Thanksgiving and Basil.

Inspiration: “A colleague gave me a jar of homemade garlic salt as a holiday gift. It was so good that I decided to try making my own. I then gave my garlic salts as Christmas gifts and within a month everyone was asking for a refill. Then I was asked to make 80 jars as corporate gifts so I said ‘I guess I’ll start a company.’”

Hindsight: “I had to learn to save every dollar I made and put it back into the business. You can’t grow without capital. In the beginning, put your profits into branding.”

Marketing: Ecommerce (website), farmers markets, social media, press releases and a store opening on the South Shore early summer.

“Each order includes a handwritten note, thanking the customer for supporting us and allowing Hippypilgrim in their kitchen. A good business is knowing who your customers are and making them feel a part of the business.”

50 to 60 loans a year, through different programs, ranging up to \$15 million for a Small Business Administration loan to Micro Loans for up to \$50,000 for equipment and capital. Businesses who have been able to secure some funding from a bank can bridge the gap with SEED’s Revolving Loan Fund, which can provide up to \$250,000 for working capital or fixed assets, says Jessica Mello, SEED Business Assistance & Marketing Officer.

SEED’s Business Center provides references to help start-ups; a library with more than 300 publications, videos, computer software, and Internet access for prospective or existing small business owners. SEED also administers a small business technical assistance program and co-sponsors workshops with banks and chambers such as “Learn the Fundamentals in Planning, Preparing For, and Financing Your Business,” and “Understanding the Purpose of Financial Statements and How They Can Help Determine the Health of Your Business.”

Keeping Connected

The connection with the customer is more immediate and personal with local makers than it is in a larger business and today’s consumer appreciates that touch in a culture of faceless internet shopping.

“I received an email from a mother who had questions about the fit of the vest for her child,” recalls Litchfield. “I said, ‘where are you now? I’ll meet you.’ I love being able to be a company that has a person behind it. I love it when people say, ‘I know her!’ It’s a connection I want to keep.”

Locketti Sapir feels likewise. Every order of Hippypilgrim Salt contains a hand-written note, thanking the customer for “allowing the Hippypilgrim a home in your kitchen.” These people allowed me to stay at home with my children. It’s so important knowing who your customers are and making them feel a part of your business.”

Litchfield’s initial business strategy has been through “Mom to Mom” marketing. Knowing her customer would be mothers with small children, she reached out to local mothers’ groups, including Moms of the South Shore, to gauge interest and feedback for The Original Shopping Cart Vest, as well as from South Shore Young Professionals. She’s been promoting it on Facebook, Instagram and LinkedIn and the product is being sold on her web site.

A portion of her profits will be donated to a local autism foundation, a cause dear to her heart since her son has autism.

Joining a local business groups and chambers of commerce are good ways to grow a local maker's network. Chamber memberships offer seminars and events to promote even the smallest business, and outreach via frequent eNewsletters.

Keeping It Local


Locally made products are unique and naturally appeal to tourists, which fuel Cape Cod's economy. Still, the pull and ease of online shopping through giant retailers like Amazon continues to threaten the creative economy.

"Online shopping is not going to go away and I get that," says Amanda Converse, one of three women who founded Love Live Local in 2013 on Cape Cod. The organization supports local makers and connects them with consumers through a newsletter, a web site, a print guide to local makers and a summer festival. The company also has a store in Hyannis showcasing products by local makers and cottage industries.

Love Live Local plans to unveil an eCommerce site this year, just for Cape Cod business. "We have to at least try and keep some of this market share. It will be targeted to local makers, growers, and even your neighborhood hardware store. They just have to be Cape Cod-based."

Beth Marcus, co-owner with her husband Todd of the microbrewery Cape Cod Beer, also works tirelessly to support local makers, featuring many locally made items in the brewery's retail shop and hosting an artisans market on Saturdays in the parking lot. maker, Marcus recalls the early days of Cape Cod Beer and supporting other local makers is a way to give back. "We pretty much boot-strapped our own business," she says with a laugh. "As we grew, we kept doubling down to keep it local," says Marcus.

For example, she found a local company to embroider on Cape Cod Beer t-shirts and caps, instead of having that task done in China. The Marcuses hired Cape metal worker-artist Steve Swain to design unique beer taps. They use Chequessett Chocolate to make one of their beers and Cape Cod candy, bread and soap makers use Cape Cod Beer in their products.

"There's a multiplier effect of 'local,'" she adds. "It's a culture and people who care about this." 

RESOURCES

FINANCING, BUSINESS PLAN ASSISTANCE

SEED, 80 Dean Street, Taunton,
seedcorp.com

Mass Small Business Administration
Development Center:
msbdc.org/semass

Coastal Community Capital:
coastalcommunitycapital.org

MENTORING

SCORE Cape Cod:
capecodscore.org;

SCORE Southeastern Mass:
sema.score.org

EforAll Cape Cod
eforall.org/ma/cape-cod

NETWORKING

Love Live Local:
lovelivelocal.com.

Cape Cod Chamber of Commerce:
capecodchamber.org

Plymouth Area Chamber of
Commerce: plymouthchamber.com

South Shore Chamber of Commerce:
southshorechamber.org

Cape Cod Young Professionals:
capecodyoungprofessionals.org

Cape Cod Women's Association:
ccwacapecod.org

South Shore Young Professionals:
southshoryoungprofessionals.org

PODCASTS

How I Built This with Guy Raz
Corner Office

Built on Cape Cod
Common Wealth Innovation



LAMB AND LOU

Marshfield

Owner: Kaitlyn Litchfield

Founded: 2018
lambandlou.com

Product: Original Shopping Cart Vest.

Inspiration: "The idea was born a few years ago after a stressful and unsuccessful shopping trip where my oldest child climbed out of the cart and nearly fell. There wasn't a product on the market so I invented one."

Marketing: Ecommerce (website), mothers group feedback, social media.

Hindsight: "I wish I had started sooner. I had this idea years ago but I was full of self-doubt; I was worried about failing until I realized that not trying would be the biggest failure."

"I love that my company is intertwined with my life, my children, my successes and failures as a mom. When people see my product I want them to know there is a real person, just like them, behind it."

Our Business Toolbox section features experts in a variety of fields sharing their knowledge with you, with a focus on information to better help you successfully operate your businesses. We encourage you to submit questions – on any topic – and we will have an expert address them on these pages. Send questions and topic suggestions to toolbox@capeplymouthbusiness.com.

ACCOUNTING

Ken Kirkland
Citrin Cooperman
(781) 356-2000
kkirkland@citrincooperman.com

ANIMAL WELFARE

Mary Sarah Fairweather
MSPCA Cape Cod
(508) 775-0940
mspca.org/cape

BANKING

Dorothy Savarese
Cape Cod Five Cents Savings Bank
(508) 240-0500
capecodfive.com

Lisa Oliver
Cooperative Bank of Cape Cod
(508) 568-3200
thecooperativebankofcapecod.com

Peter Muise
First Citizens' Federal Credit Union
(508) 979-4757
firstcitizens.org

BUILDERS

E.J. Jaxtimer
E.J. Jaxtimer Builder
(508) 771-4498 · (508) 778-4911
jaxtimer.com

BUILDING MAINTENANCE

Mona Marquis
Associated Elevator Companies Inc.
(508) 619-3020
associatedelevator.com
Bernadette Braman
South Shore Generator Sales & Service
(508) 295-7336 · ssgen.com

BUILDING MATERIALS

Jeff Plank
Mid Cape Home Centers
(508) 398-6071
midcape.net

Tony Shepley
Shepley Wood Products
(508) 862-6200
shepleywood.com

BUSINESS OPERATIONS / ACCOUNTING SERVICES

Matt Cronin
Boardwalk Business Group
(508) 364-6066
boardwalkbusinessgroup.com

COMMERCIAL DEVELOPMENT

Linda Burke
A.D. Makepeace Company
(508) 295-1000
admakepeace.com

EMPLOYEE BENEFITS

Peter MacDonald
Murray & MacDonald Insurance Services, Inc.
(508) 289-4160
riskadvice.com
David Robinson
Rogers & Gray Insurance Agency
(800) 553-1801
rogersgray.com

EMPLOYMENT

Joan Rezendes
MassHire Cape and Islands Career Center
(508) 771-5627
masshire-cicc.com

ENGINEERING

John Bologna, P.E.
Coastal Engineering Company
(508) 255-6511
coastalengineeringcompany.com

ENTERTAINMENT

Rob Nichols
Ryan Amusements
(508) 759-5464
ryanfamily.com

FINANCIAL SERVICES

Brian Griffin
Rockland Trust
(508) 771-5540
rocklandtrust.com

HEALTH CARE

Christopher Smalley
Beth Israel Deaconess Hospital-Plymouth
(508) 830-2422
bidplymouth.org

HVAC

Steve Robichaud
Robies
(800) 698-4522
robies.com

INSURANCE

Courtney Finigan
Murray & MacDonald Insurance Services, Inc.
(508) 289-4160
riskadvice.com
Michael Robinson
Rogers & Gray Insurance Agency
(800) 553-1801
Rogersgray.com

LANDSCAPING

Christopher J. Joyce
Joyce Landscaping Inc.
(508) 428-4772 · joycelandscaping.com

LAW

Beth E. O'Neal, Esq.
Conn Kavanaugh
(617) 348-8208
connkavanaugh.com

MARKETING SOLUTIONS

Tim Slattery
CFS, Inc.
(508) 285-2800 · cfsinc.com

MERCHANT SERVICES

Laura Wojtkiewicz
Martha's Vineyard Savings Bank
(508) 684-4172 · mvbank.com

PAINTING

Sheldon Stewart
Stewart Painting
(508) 362-8023 · stewartpaint.com

PAYROLL & HR

Karyn Rhodes
Complete Payroll Solutions
(888) 865-4470
completepayrollsolutions.com

PUBLIC RELATIONS

Jim Farrell
PR First
(781) 681-6616 · prfirst.com

ROOFING

Russell Cazeault
Cazeault Roofing & Solar
(508) 428-1117
cazeaultroofing.com

**Tired of spending time
and money looking for
job candidates and getting nowhere?**

Let MassHire Cape and Islands Career Center become your Recruiting Partner

Schedule a Specialized Recruitment or ask us about our upcoming Industry Specific Specialized Recruitments.

You describe the position/s you are looking to fill and the qualifications/skills needed to do the job/s; then we recruit and vet the candidates and invite only those who meet your qualifications to be interviewed by you the day of the Recruitment.

Interested? Contact Neila at 508-862-6134 or nneary@masshire-capeandislands.com



372 North Street, Hyannis
www.masshire-cicc.com

Risk Management

Flood Risk Assessment And Reduction



By Nicholas "Cole" Bateman

On Memorial Day weekend 1981, a year after Whole Foods Market founder John Mackey had opened his first store in Austin, Texas, a nearby creek flooded parts of the city, destroying the store. Thanks to the efforts of volunteers and patrons, it eventually reopened. Mackey went on to diversify his company, which ended up becoming a huge success nationwide, and, of course, he purchased flood insurance.

Unlike Whole Foods Market, many businesses do not recover from such circumstances. In fact, the Federal Emergency Management Agency (FEMA) states that nationally, 40 percent of businesses do not reopen after a disaster. For those who do reopen, what can they do to protect them from flooding, including less severe, more frequent events? Prudent business owners in flood prone areas are wise to take the necessary steps to mitigate flood risk as part of their long-term planning strategy.

Determining Flood Risk Exposure

In order to mitigate flood risk, the first step is to determine the flood risk exposure of the property. According to FEMA, flood risk is defined in terms of expected probability and frequency, exposure and consequences of flooding scenarios. The National Flood Insurance Program (NFIP) has conducted studies of risk prone areas and have published Flood Insurance Rate Maps (FIRMs). FIRMs provide flood insurance agents and design professionals with quantitative data which is referenced in insurance policies and the State Building Code. These maps show locations of potential flooding based on recurrence intervals or the probability of a flood hazard occurring over a certain time period. Most commonly, the FIRMs show the limit of the 1 percent annual chance of flooding, or the "100-year storm." Using these maps, design professionals can conduct risk assessments to evaluate the potential losses associated with buildings located in the flood zone. The most common accepted document used to determine flood risk is an Elevation Certificate. Prepared by Registered Design Professionals, Elevation Certificates are used to

Prudent business owners in flood prone areas are wise to take the necessary steps to mitigate flood risk as part of their long-term planning strategy.

identify critical risk factors such as elevation of grades around the building, elevation of lowest floor, location of utilities and foundation type. Elevation Certificates are also used by insurance underwriters to establish the cost of flood insurance and the cost/benefit of implementing risk management strategies. Other types of assessments that may be useful to a business include an evaluation of potential consequential damages from flooding (business closure timeframe, loss of property, loss of reputation, etc.) and an evaluation of the shoreline use for floodways that may impact the building.

Once the risk exposure of a structure has been determined, design professionals and insurance agents can assess ways to reduce risk. This typically includes:

1. Reducing physical risk of flooding.
2. Compensating for risk through insurance.
3. Managing an acceptable level of residual risk.

Physical Risk Reduction

Factors evaluated for potential physical risk reduction include:

- **Siting of the structure in reference to flood zones:** Design professionals analyze the elevation and location of the existing structure. The elevation of the building in reference to its flood zone dictates the level of the predictable flood damage. Physical risk reduction of the siting may include relocating the building out of the flood zone or raising it to a higher elevation. For new construction, the State Building Code has statutory requirements for siting of a building in a flood zone so that the risk is minimized.
- **Location of utilities and mechanical components critical to the function of the building:** Often, some very expensive components

of the building - the utilities - are kept in low elevation spaces such as the basement. Relocating utilities to areas above the flood elevation will reduce the risk of flooding to these components.

- **Building foundation and framing system:** Supplementing the existing foundation or replacing it in its entirety with a more suitable foundation for the flood zone will reduce the physical risk.
- **Composition of building materials:** Replacing the building materials below the flood elevation with flood damage resistant materials will reduce repetitive and expensive repair costs for lower intensity flood events.
- **Waterproof enclosures or flood barriers:** Waterproof enclosures or flood barriers are used to protect building floor areas located below the base flood elevation.
- **Shoreline resiliency:** Design professionals can assist in ways of reducing flood risk by increasing protection of the adjacent shoreline.


Risk Reduction through Insurance

Physical risk reduction, such as raising a building to meet the flood elevation, may be costly, however, business owners can supplement some of the remaining risk with insurance policies. Typically, risk reduction through insurance and physical risk reduction are proportional, meaning the cost of insurance is prorated when physical risk is reduced.

Managing an Acceptable Level of Residual Risk

Eliminating all risk is implausible. In order to do so, buildings would need to be designed to standards that would make them overly expensive with unlimited insurance policies. Therefore, it is important to determine an acceptable level of residual risk. For example, based on probability and statistics, there is a 26 percent chance of a 100-year storm occurring over a 30-year time period. If this leaves an unacceptable level of residual risk, one may want to meet the design standards for the 500-year storm, where there is a 7 percent chance of flooding over a 30-year time period.

Conclusion

To ensure the resiliency of businesses located in coastal areas, it is important to consult with a knowledgeable team of design professionals and insurance agents so that the level of flood risk is assessed and risk reduction measures are evaluated. 

Nicholas "Cole" Bateman is a Project Engineer at Coastal Engineering Co, Inc. He can be reached at 508-255-6511 or nbateman@coastalengineeringcompany.com.

CAPE CODDER RESORT & Spa

HYANNIS • (508) 568-2959
www.CapeCoddorResort.com

for large meetings from 50 - 350 people

It's All Here for You!

2 unique venues
for all your meeting
or banquet needs

Groups up to 350 • Meeting Planner • Free WiFi
Business Center • Award-winning Cuisine
Guest Rooms & Suites • Full Service Beach Plum Spa



Dan'l Webster
Inn & Spa

SANDWICH • (508) 888-3622
www.DanlWebsterInn.com

for upscale meetings up to 45 people



CONN KAVANAUGH
CONN KAVANAUGH ROSENTHAL PEISCH & FORD, LLP

One Federal Street
Boston, MA 02110

Counselors at Law

617.482.8200
connkavanaugh.com

Experienced. Accessible. Responsive.

Business Toolbox

Manufacturing

Is Your Manufacturing Company Ready For The New Way To Account For Revenue?



By Mark Henry, CPA

After years in the making, the revenue recognition standards have officially changed for privately-held companies, effective January 1, 2019.

The implementation of the new standards could immediately impact your tax situation, and/or change how much revenue you are recording today, your banking covenants, and some of your compensation and commission plans that are tied to revenue or gross profit metrics. The new revenue recognition standards may also influence decisions related to the future sale of your company, changes in ownership, or the value of your company.

So, where do you start? What questions should you be asking yourself, your management team, and your CPA firm to consider how these changes may affect you? The following are some of the major changes to consider that will impact your industry.

Discounts and rebates: If you offer discounts and rebates to customers, based on achieving various sales thresholds (i.e. – the more they buy, the bigger the discount they can receive), on the first day of entering into that agreement, you will need to estimate the likelihood of a discount or rebate they will receive and record revenue at that net amount. As the agreement progresses you can adjust your estimates until all services have been performed.


Product and service warranties: Most companies have a standard product warranty which assures that the product customers buy will function as intended. The new standards do not change the accounting for those warranties. New guidance does, however, impact extended product warranties and service warranties sold in conjunction with a product. These warranties need to be recorded at their fair value over the periods they relate to. For example: You sell your product with a free service warranty added in, to entice the customer to buy the product. In this

case, the selling price would need to be allocated to the product and the warranty based on their relative fair values. This would likely lead to a timing difference in revenue recognition from current practice.

Bill and hold arrangements: Do you sell goods to your customers but hold them until a later date so they can pick them up at their convenience? Current guidance would allow that sale to be recorded once the product is ready for customer pick-up. Under new guidance, the company will have to review the portion of revenue related to the sale of the good, and separate the portion of revenue associated with warehousing for time it is held for the customer. This would likely lead to a timing difference in revenue recognition from current practice, with the product sale being recorded at a point in time, and the warehousing of the goods being recorded over a period of time.

Drop shipments: Currently most drop-ship arrangements are recognized on a "gross" revenue basis, along with the "gross" cost of goods sold. Under the new standards, you may have to record this revenue on a "net" basis. For example: You sell a product to a customer that is shipped directly from the wholesaler, but that product never touches your hands - you only coordinate the sale and bill the customer. Ask yourself the following questions: Who ultimately bills for the product? Who has control of the product during shipment? Do returns come to you or the supplier? Who has pricing discretion? Although these changes will not impact your gross profit, the answers to these questions could significantly lower the revenue you have previously been recognizing.

Sell-through method: If you sell products to distributors who ultimately have the ability to ship back products if they are unable to sell them, current guidance would not allow you to record a sale. Under the new standard, you will need to estimate the revenue, based on the transfer of control to the distributor, and on historical experience, customer experience, and likelihood of sales. This will likely result in acceleration of revenue.

If you are impacted by any of the above items, the time is now to address them and avoid surprises at the end of the year. Talk to your financial counsel to ensure you understand the changes and are prepared to make the necessary adjustments moving forward. 

Mark Henry, CPA is a partner in Citrin Cooperman's Braintree, Massachusetts office with over 13 years of experience in public accounting. He can be reached at 781-356-2000.



Going up to meet that prospect that could make a big difference to your business?

We'll get you there.

We always meet expectations.

Installations
Maintenance
Modernizations
Repairs

 **ASSOCIATED ELEVATOR**  (800) 828-5151
MAKE THE SMART CHOICE. SM associatedelevator.com



 client *focused* solutions

Data-driven, highly personalized, full color direct mail campaigns for non-profits.

Direct to One

LEARN HOW WE CAN LOWER YOUR COST PER DOLLAR RAISED!

HYANNIS, MA
NORTON, MA

FOR A **FREE** OPPORTUNITY ANALYSIS
CALL: 508.285.2800
EMAIL: answers@cfsinc.com www.cfsinc.com

OUR REPUTATION DEPENDS ON ENHANCING YOUR REPUTATION

"After seeing the Stewart Painting sign in front of many impressive projects over the years, it was a no brainer who I was going to call. They surpassed their reputation, we couldn't be happier."

~ Matt Downes: Owner, 6A Brewing Company



HOUSE WASHING
CARPENTRY
PAINTING



EXPECT THE BEST

Cape Cod: 508-362-8023 / www.StewartPaint.com / South Shore: 781-749-4215

30+ Years Quality Service / Better Business Bureau A+ Rating / Summit Safety Certified / Licensed / Fully Insured


Home Maintenance

Humidity Control

By Stephen Robichaud



"It's not the heat – it's the humidity!" This statement can be heard all summer long across the Cape as we suffer through the intense Summer humidity.

Believe it or not, humid weather can start as early as April. Homeowners need to be prepared! Late winter – early Spring is the time to develop a plan for summertime humidity mitigation. The effects of uncontrolled humidity can be devastating. Humidity is terrible for the woodwork in your home – floors, cabinets, walls, etc. Wood expands and contracts throughout the season, and without humidity control during the Summer this is magnified. Wood floors can buckle, cabinets and woodworking can crack – humidity can wreak havoc on our homes. Mold and mildew love the wet, moist environment that humidity creates – it provides the perfect home for mold to grow. The answer to these problems is of course dehumidifiers. A dehumidifier pulls the moisture out of the air and dries out our homes. Mold will not grow in a dry environment. A standalone dehumidifier, properly sized for the specific home, is a simple and effective solution to controlling humidity. Be sure to choose a dehumidifier with a built-in pump so that you don't have to empty the tray! Local HVAC companies can assist with this process, or local retailers have dehumidifiers with built in pumps that are relatively affordable. Humidity has a huge effect on our indoor comfort. A home with an indoor temperature of 85 degrees with relative humidity of 50% is far more comfortable for homeowners than a home with an indoor temperature of 75 degrees with relative humidity of 90%. Through effective dehumidification, the A/C system won't have to run as long which can save money on utilities. By drying out the home, we improve multiple aspects of our lives – our comfort, our energy savings and the health and longevity of our homes. 

Stephen Robichaud is in charge of Sales & Marketing at Robies Heating & Cooling. He can be reached at (508) 775- 3083 or Steve@Robies.com

People I've Met

I had a real interesting phone conversation with Sheldon Stewart, owner of Stewart Painting. Sheldon has been running the business for more than 30 years and he just recently opened an office in Hingham.

I'm on the South Shore on a regular basis and introduced Sheldon to my friends at Acella Construction. I met Ryan LaVangie the Business Development Manager at our 2018 Cannabiz event and thought the two of them should talk, which they did. Let's see what happens. *Bob Viamari*

We take pride in our work



Jaxtimer Landscaping, LLC

DESIGN / BUILD
MAINTENANCE
FINE GARDENING
IRRIGATION
SNOW MANAGEMENT



E·J·JAXTIMER
BUILDER • LANDSCAPE • MILLWORK
Since 1978

HYANNIS
OSTERVILLE

508.778.6466 . 508.778.4911
landscape@jaxtimer.com
www.jaxtimer.com



© 123RTF.COM/LYNNE ALBRIGHT

For The Love Of The Cape & Islands



By Brian Shortsleeve

As *Cape Cod Life Publications* is now celebrating its 40th year since I founded the business, Bob Viamari has graciously invited me to write a letter for the “Last Word” col-

umn in *Cape & Plymouth Business* magazine. Thank you, Bob.

Forty years is a long time to be doing anything, and throughout the years *Cape Cod Life* has been a true labor of love. I share with you here some of my thoughts on “entrepreneurship.”

First and foremost for me is the importance of doing something you love to do. Ever since I was a young boy I have enjoyed photography and writing, and I have always loved Cape Cod, Martha’s Vineyard and Nantucket. While still in school I had positive experiences with writing and publishing. Very soon after college I got a job in the publishing industry, working for what was then Cahners Publishing Company in Boston. For eight years I got up close and personal experience seeing how the pros do it. I spent most of my spare time on Cape Cod and the Islands.

As the years went by I thought more and

more about how I would like to combine my interest in publishing with my love of the Cape. I really enjoyed taking photos and sharing them with friends and family, and they enthused about my photos. At that point I still only had a small, old, instamatic camera. I began to think that if I had a good camera and learned how to use it, then maybe I could take and share photos of Cape Cod with many people.


So, I wrote a mission statement: “I would like to create a magazine designed to contribute to the long-term quality of life on Cape Cod, Martha’s Vineyard & Nantucket.” I went on to say that I would do this by raising the readers’ awareness of our proud heritage, current opportunities for leisurely enjoyment, and challenges posed by the growing popularity of our beautiful, fragile peninsula and islands. Basically, I would share what I loved.

I figured that if I could do justice photo-journalistically to people’s love of the area, and balance an operating budget, then in time it would make sense.

I made a mock copy and showed it to magazine wholesale distributors and asked how many copies they thought they could sell. This information I shared with many of the finest businesses serving this area. With freelance help we prepared the first issue. For any start-

up, the printer required payment in advance. I would not ask the advertisers to pay until the first issue had been printed and distributed to retail outlets throughout the Northeast. The bank granted me a 90-day loan secured by my home to print the first issue.

Over the years we have been very fortunate to have so many wonderful staff members. My formula has been “to match talent with opportunity” and watch each team member grow in their own area of expertise. I have always insisted that our employees enjoy their jobs. Sincerely, a few times—very few times—I have had to explain to someone: “It seems as if you are not enjoying your job. If that is really the case, it is not good for your well-being or the company’s for you to continue.” In each of those few cases we figured out a way to get back to mutually enjoying working together. And, when staff members ask me if they can plan a vacation at a certain time, my answer is always, “You tell me.”

We are forever grateful to our many readers who have reported to us that we have done photo-journalistic justice to how they feel about this beautiful area where we are so fortunate to live. 

Brian Shortsleeve is the publisher and owner of Cape Cod Life Publications. He can be reached at 508-419-7381 or bshortsleeve@capecodlife.com

WE'RE CELEBRATING A SUCCESSFUL 40 YEARS, AND GEARING UP FOR THE NEXT 40.

After setting up shop in a two-bedroom apartment in 1979, Citrin Cooperman celebrates its 40th anniversary this year. A great deal has changed, but our promise to our clients remains the same: to help clients **focus on what counts**.

Our daily mission is to enhance our client's business and personal lives by providing full-service assurance, tax, and business advisory services.

**LET'S BUILD A STRONGER FUTURE TOGETHER FOR
YOUR BUSINESS AND OUR COMMUNITY.**

ready

EVOLUTION



VISIT CITRINCOOPERMAN.COM
TODAY TO LEARN MORE.

LOCAL OFFICES:
Braintree | Brockton | Woburn
781.356.2000

Stop by Cape Cod 5's new full-service Banking Center at The Pinehills



Mortgage | Personal Banking | Business Banking | Wealth Management

We look forward to assisting you.

CAPE 5 COD 5

at The Pinehills

One Village Green North, Suite 111R • Plymouth

www.capecodfive.com