



THE PINEAPPLE POST

A Message from the President



Dear Members,
The CCHMA officers and board of directors have been busy this past year.

I'm sure many of you wonder exactly what they do. Aside from planning the monthly programs and selling you raffle tickets, there are many behind the scenes tasks that they undertake to keep this organization running. I would like to commend the board on their hard work this past year and share with you some of their accomplishments:

- New membership brochure created
- A new and more user-friendly web site researched, designed and launched
- Mission Statement and by-laws updated
- Newsletter resurrected
- Initiation of e-mail communication saving funds
- Record scholarship funds raised
- PR list expanded for increased publicity

The new board and outgoing board will be meeting September 23 to assign responsibilities and goals for the coming year. Programs will be planned in November. If you have any suggestions, please share them with me and I will add them to our agenda. This is YOUR organization and we want to serve your needs. This has been a rewarding year for me and I am proud to be president of CCHMA for another year.

Fondly,
Jill Talladay

CCHMA Launches New Web Site!



We are proud to announce our newly redesigned web site - cchma.org. The new site is geared with our members' best interests in mind. You can go online to obtain current and future program information, membership and scholarship applications with detailed information, an up-to-date and ever changing photo gallery, and you can even download The Pineapple Post, past or present, at any time! It has been graphically redesigned and, we must admit, looks a lot more like us...professional and colorful! We wish to thank all of the hard-working folks at **Web-fodder** in Hyannis for a job well done! Check it out!

PLEASE WELCOME OUR NEW INCOMING BOARD FOR 2004/2005:

Gina Barboza
Steamship Authority

Ellie MacKenzie
SeaCrest Resort

Candee Treadway
Treadway Marketing Services

In addition, thank you to outgoing board members Sheila D'Olimpio, Betsy Koch and Bill Mack.

Welcome New Members

Dede Kiely
Great Escapes

Mary Lou Blanchard
Hyannis Whale Watcher Cruises

Maryanne Garvey
Pilgrim Sands Motel

Member News

News from Provincetown

The **Town of Provincetown** finished the summer season on a high note with their 26th Annual Carnival Parade. The theme of the parade was FantaSEA. Over 60,000 people attended the annual event. The parade, which changed its starting time to 3 PM (to have the entire event in daylight) wound its way from one end of Commercial Street to the other, taking over 1-1/2 hours to pass.

Simon™ Evening of Giving

The **Cape Cod Mall** is currently inviting merchants to donate door prizes for the charity *Evening of Giving Night* on November 21st. If you call with a raffle donation before September 13th, your business will be included in the event guide distributed to each of the 4000 attendees. In addition, your business will also be promoted via signage throughout the mall prior to the event. Contact Courtney Cappallo at 508.771.0201.

What's new on Hyannis Harbor

The **Hyannis Harbor Hotel**, is proud to welcome their new General Manager, John Phillips.

**Downsizing and
Multitasking**



Jim Cook

This May Jim Cook, General Manager of the **Four Points by Sheraton Hyannis Resort**, was our featured speaker at the **Red Jacket Resort**. Jim was a wealth of information simply based on his experience. He began with the question, "Why Downsize?" You need to measure your current situation:

1. How much of your revenue stream is at risk?
2. Understand current forces that will impact you
3. Know how big you are now

In addition you need to ask what forces impact your profitability: active daily rates, payroll and raw materials. You must seek opportunities to outsource certain aspects of your business such as reservation activity, accounting functions and purchasing and receiving. Thanks Jim, for all of the helpful information you imparted on us...it's far too much to fit in this space!

Cosmic Bowling

To help raise funds for our scholarship program, we bowled the night away on June 8th.....



Annual Summer Social



Even though the torrential down-pours on August 31st kept us from golfing, the weather took a 360-degree turn and lead the way for a beautiful cruise on Hyannis Harbor aboard **Hy-Line's M/V Patience**. It was just the beginning to a wonderful evening and Summer Social to remember. At The Paddock, we awarded **four scholarships** to deserving students in hospitality programs. The scholarship recipients



Teresa Paolini and Kimi Racine

are: Kimi Racine and Bridget Leahy, both of whom are attending **Cape Cod Community College**; Laura Perry who is attending Hawaii Pacific University; and Kristin Morris, winner of the Peter B. Henderson award, who is attending Stonehill College. In addition, we wish to thank Larry Egan of COOL 102 who did an exemplary job as our auctioneer. Thank you to all who attended and participated...with the auction and raffle, we raised more than \$1500.00 towards next year's scholarships!



Gene Schroeder and Bridget Leahy

CANDID CORNER

One last primp before the photo-ops...little did she know.



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We encourage our members to submit industry-related news to be included in our newsletters as well as on-line. Please email any submissions to newsletter@cchma.org