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2021

# 'Powering Change At The Grassroots Level'

## INSIDE THIS ISSUE

Engineered Soils Offer Environmental Benefits

Fish Brew Boosts Blue Water Aquaculture

Prepare Your Business For Industry Expansion

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**Net Zero 2021: Roadmap To A Greener Cape Cod**

If you are wondering just how the state law, “An Act Creating a Next Generation Roadmap for Massachusetts Climate Policy,” affects your small business, or you as a consumer, look no further than Cape Cod Climate Change Collaborative’s Net Zero 2021 conference later this month.

Big policy and legislative changes at federal, state, and regional levels offer new frameworks and opportunities for growth and movement to sustainability in our region and NZ21 offers a free, virtual, and full-day program on Oct. 29 to explore this changing landscape. The conference features energy experts, elected officials, and regional business and organizational leaders who will offer clarity and honest opinions on how businesses, towns and individuals can better understand and take advantage of the changing climate landscape and advance the journey to net zero for the Cape and Islands.

A complete schedule can be found on pages 24 and 25.

In addition, we offer tips from Cape Cod 5, who took great pains to create their new headquarters in an environmentally friendly manner, about how even the smallest business can implement green initiatives.

Enjoy reading our carbon-neutral, all-digital October issue.

We appreciate your continued support.



Dale Shadbegian CEO



Carol K. Dumas Editor



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## TABLE OF CONTENTS

**6**

**By The Numbers**  
Going Green

**7**

**Tidbits**

**8**

**Anything But Ordinary**  
Mike Kline, Leather Worker

**9**

**News & Moves**

**12**

**Nonprofit News**

**14**

**Spotlight On Giving**  
Cape and Islands United Way  
Wild Care, Inc.

**16**

**Economic Development**

**18**

**Mentoring**  
How To Be More Eco-Friendly

**19**

**Feature Story**  
Going Green: Build Environmental  
Stewardship Into Every Aspect Of Your  
Business

**20**

**Feature Story**  
Going Green: Engineered Soils Offer  
Environmental Benefits

**22**

**Feature Story**  
'Going Green: Fish Brew' Results In  
Sustainable Growth For Blue Stream  
Aquaculture LLC

**24**

**Cover Story**  
NetZero 2021: 'Powering Change At  
The Grassroots Level'

**26**

**Business Toolbox**  
Contracting: Prepare Your Business  
For Industry Expansion

**28**

**Business Toolbox**  
Human Resources: How Employers Can  
Combat Widespread Resignation

**30**

**Last Word**  
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# Rescue Your Money

The American Rescue Plan Act of 2021 extended the Employee Retention Credit (ERC) through December 31, 2021, and recently launched the Restaurant Revitalization Fund.

The bottom line is that money and tax credits are available for most businesses to take advantage of to pay their employees or offset operating expenses while the economy recovers from COVID.

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## BY THE NUMBERS



### Going Green

From personal and residential recycling to installing solar panel fields in our open spaces, the world at large is finally opening its collective eyes to the fact that we need to act immediately to reverse the decades – no, centuries – of abuse we've brought down on our tiny planet. And, while consumers are choosing reusable drinking bottles over disposable plastic ones, businesses are looking toward going green on a much grander scale. The bottom line is, there is still much work to be done.

**7,000**

Shoe company Adidas united with Parley for the Oceans in 2019 to produce 7,000 limited-edition sneakers made completely from plastic trash retrieved from the ocean. The sneakers sold out instantly, and Adidas then set out to make a billion dollars from another production run of five million pairs.

**187**

In 2019, 187 countries (not including the U.S.) agreed to monitor the transfer of plastic rubbish across borders. This followed a petition with nearly one million signatures imploring governments to stop western countries from “dumping ... plastic waste on developing countries instead of recycling it.”

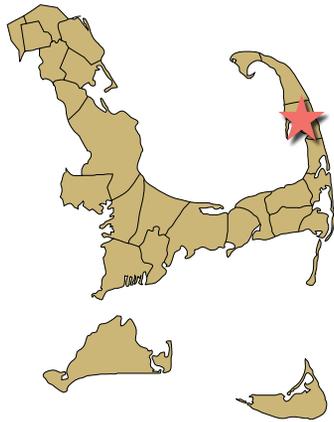
**300 MILLION**

The coffee sleeve plant, run by Mesmerize in Nevada, produces more than 300 million customized coffee cup sleeves annually and recycles up to 1,000 tons of paper, cardboard and plastic every year.

**2050**

In March of this year, Massachusetts Gov. Charlie Baker signed comprehensive climate change legislation that codifies into law the administration's commitment to achieve Net Zero emissions by the year 2050. The new law establishes new interim goals for emissions reductions, significantly increases protections for Environmental Justice communities across Massachusetts, authorizes the administration to implement a new, voluntary energy efficient building code for municipalities, and allows the Commonwealth to procure an additional 2,400 megawatts of clean, reliable offshore wind energy by 2027.

SOURCES: FORBES.COM AND MASS.GOV



**Around the Region**

**Town of Wellfleet**

SOURCE: CENSUS.GOV, CENSUSREPORTER.ORG

**Form of Government:**  
Open Town Meeting

**Incorporated:** 1763

**Demographics:**  
Total population ..... **3,617**  
Female: ..... **56%**  
Male: ..... **44%**  
White: ..... **89%**  
Black: ..... **2%**  
Asian: ..... **3%**  
Native American..... **0%**

Persons reporting two or more races: ..... **2%**  
Hispanic or Latino: ..... **1%**  
Total housing units: ..... **4,701**  
Family households: ..... **1,598**  
Average household size: ..... **2.3**

**Median Earnings:**  
Median household income: ..... **\$74,639**  
Per capita income: ..... **\$40,837**  
Mean travel time to work: ..... **23.8 minutes**

**Educational Attainment (age 25+):**  
High school graduate: ..... **95%**  
Some college ..... **22%**  
Bachelor’s degree: ..... **54%**  
Post-graduate degree: ..... **24%**

**FISHERIES NEWS**  
CAPE COD COMMERCIAL  
**FISHERMEN’S ALLIANCE**



**Wind Farm Concerns Fishing Industry**

Buying local fish is an important way to reduce our carbon footprint, but there are concerns that another element in the battle against climate change puts commercial fishing in jeopardy.

Feeling unheard and damaged in the permitting process for Vineyard Wind, with a growing number of offshore wind projects on the horizon, a group of concerned industry members has sued the Bureau of Ocean Energy Management (BOEM). The lawsuit was filed last month by Responsible Offshore Development Association (RODA) and states the approved wind farm poses “unacceptable risk to this sustainable industry without any effort to minimize unreasonable interference with traditional and well-managed seafood production and navigation.”

Cumulative impacts are most concerning. RODA argues that BOEM is taking a piecemeal approach, which sets a “terrible” precedent when a new ocean industry with a huge environmental footprint is being launched.

Construction of the wind farm’s substation in Barnstable has already begun and the project, expected to include 62 turbines, is planned for 15 miles south of Martha’s Vineyard. The offshore wind farm, first in the nation, is also facing a federal lawsuit from an advocacy group aiming to protect the endangered North Atlantic right whale.

SOURCE: WWW.CAPECODFISHERMEN.ORG

**Vineyard Wind, New Bedford Group Aim To Drive Economic Development In Region**

The New Bedford Ocean Cluster Inc. (NBOC), in partnership with Vineyard Wind 1 LLC (Vineyard Wind), announced the launch of Act Local, a program designed to maximize the positive economic impacts of the Vineyard Wind 1 project off Martha’s Vineyard in the greater New Bedford region by encouraging local business participation in the offshore wind industry. The program is part of Vineyard Wind’s commitment to Look Local First in support of its Vineyard Wind 1 offshore wind farm.

“We are committed to seeing local and diverse businesses participate in the development of the offshore wind industry and want to ensure there is a clear path for engagement,” said Jennifer Cullen, Manager of Workforce & Supply Chain Development. “Act Local creates a direct link between our major suppliers who need products and services, and the local companies who can support their efforts.”

The Act Local Program, facilitated by global energy consultancy Xodus, is a streamlined matchmaking system designed to connect local businesses with offshore wind opportunities. It seeks to take



major Requests for Proposal issued by original equipment manufacturers and Tier 1 companies, and break them down into well-defined work scopes using clear language, allowing local companies to more easily self-identify as potential bidders, and to recognize work scopes within the RFP that relate to their product/service offerings. These work scopes are referred to as SMART opportunities — specific, measurable, actionable, relevant, and timely — and will be recorded online through the NBOC Portal.

“Vineyard Wind is a true partner in the economic growth in the region,” said John Bullard, NBOC President. “This innovative approach of directly connecting suppliers with opportunities highlights not only the strength of our local companies, but the commitment of Vineyard Wind to the region.”

Community leads from institutions such as local chambers of commerce and economic development organizations, who possess intimate knowledge of the local business environment and represent various sectors of the greater New Bedford region, will distribute these opportunities to relevant local companies that are capable and qualified to bid.

SOURCE: WWW.NEBEDFORDOCEANCLUSTER.ORG/ACTLOCAL

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## ANYTHING BUT ORDINARY

### Mike Kline

#### Leather Worker

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#### Explain what you do!

I make leather goods, such as all kinds of bags, backpacks, satchels, briefcases, wallets, belts and other leather accessories. Most of what I make goes directly out onto my store shelves for people to buy as they come in, so custom work is hard to find time for. In January and February, when it is slow, will I take on custom work for people.

#### How did you get started in this business?

I was an old-fashioned apprentice in a leather shop for several years. The man I apprenticed for was Bill Dillon in Nashville, Indiana, a town of about 600 people. I did not get paid; instead, I worked off my training by helping him make things. I ended up buying his business when he retired, in 1992. I opened a second store in Arizona in 2005, to offset the seasonal business in Indiana. In 2019, just before the pandemic, I bought an existing leather shop in Hyannis. My three adult children (Zachary, Jacob and Anya) all work in the business.

#### What do you enjoy most about your job?

I enjoy making my leather goods in a retail setting, and being able to meet face to face with my customers. It is rare in today's world to have the maker and the user of an item actually meet as many people shop the Internet for brands, or buy cheaply made goods from China. Tourists especially appreciate the time and effort it takes to make a handmade piece, especially the hand-stitched items like we make, and want to buy something local. I love the interaction!

#### What was the most unique work you've ever done?

I was asked to recreate the leather trimmings on an antique, traveling carousel.

#### How did the pandemic affect your business?

The three-month shutdown in 2020 was devastating, but my family and I decided to take up shellfishing and also trout fishing in the Cape's stocked ponds. I have grown to appreciate and love Cape Cod. 🍷

Do you have a unique job? We'd be interested in hearing about it for this monthly feature. Email [carol@capeplymouthbusiness.com](mailto:carol@capeplymouthbusiness.com)





Wendy Northcross

**Northcross Honored With Annual OneCape Award**

The Cape Cod Commission presented Wendy Northcross with the 2021 OneCape Award during the OneCape Summit on Aug. 23. The award is presented annually to an individual or organization for their outstanding leadership in the community and dedication to keeping Cape Cod a special place.

The 2021 award was presented in recognition of Northcross’s commitment to the Cape. Northcross was instrumental in developing the Cape Cod and Islands Water Protection Fund and has led the Cape on issues involving transportation, housing and the economy.

In 2021, Northcross retired as CEO of the Cape Cod Chamber of Commerce, after a 33-year career in chamber of commerce leadership. Northcross holds the Certified Chamber Executive Designation from the Association of Chamber Executives and is a Ford Foundation Fellow for Regional Sustainable Development. She serves on a number of boards on Cape Cod.

Northcross is the newly appointed executive director of the John F. Kennedy Hyannis Museum Foundation, the operator of the JFK Hyannis Museum, which she co-founded in 1991.

**20 Attorneys Chosen ‘Best Lawyers’**

Twenty attorneys from the Boston law firm Conn Kavanaugh Rosenthal Peisch & Ford, LLP were selected by their peers for inclusion in The Best Lawyers in America© 2022.

Named to the list of 2022 Best Lawyers were: Alexis P. Theriault, Andrew R. Dennington, Bob B. Rosenthal, Carol A. Starkey, Dennis J. Gallitano, Erin K. Higgins, James B. Peloquin, James F. Kavanaugh, Jr., James Gray Wagner, Karen J. O’ Connor, Kathleen R. O’Toole, Kirsten Z. Young, Kurt B. Fliegau, Mary E. O’Neal, Russell F. Conn, Thomas E. Peisch and Thomas J. Gallitano.

In addition, attorneys Christina Pashou, Conor Slattery and Julie Muller were recognized in Best Lawyers’ new category, “Ones to Watch.” Recipients typically have been in practice for five to nine years.

Selected attorneys will be featured in the 28th print edition of The Best Lawyers in America©.

**NAPA Auto Parts Acquires Orleans Auto Supply**

NAPA Auto Parts, the nation’s top brand of auto parts, acquired Orleans Auto Supply on Sept. 1.

The combined staff and service team will remain the same, operating out of five locations serving Cape Cod.

“This acquisition will bring NAPA’s massive inventory selection to customers of Orleans Auto Supply,” said Bill Drinan, who is acquiring the Orleans Auto Supply locations in Orleans, Falmouth and Hyannis. “The combination of these two great businesses further enhances our ability to serve Cape Codders

with everything they need to keep their trucks, cars and boats running at peak performance.”

The current employees from Orleans Auto Supply will transition to the nearby NAPA locations. Those locations include 949 Bearer’s Way in Hyannis, 333 Barnstable Road in Hyannis, 163 Worcester Court in Falmouth, 3 Nells Way in Orleans, and 465 Main Street (Route 28) in Dennis Port.

“Customers will continue to experience the same level of local, exceptional customer service from the teams they’ve come to know at Orleans Auto Supply,” said Todd West, who is acquiring the Orleans Auto Supply location in Dennis Port.

Orleans Auto Supply has served the Cape and Islands since 1973 as suppliers of automotive parts and supplies.

**News From The Peabody Companies**

The Peabody Companies, a group of property management and real estate firms, announced the following new appointments.



Kerry Anne Dervil



Marice Leahy



Victoria Hanson



Leah Sahlh

Kerry Anne Dervil of Taunton was named a senior property manager. In this role she is responsible for the physical, financial, and administrative operations of the buildings within her

portfolio, including day-to-day site property duties, resident relations, budgetary analysis and staff supervision, training, and development.

Dervil joins the Peabody Companies with extensive experience in the property management industry, most recently with First Realty Management in Boston.



Robert Fine

Former accounting manager Marice Leahy of Norwell has been promoted to assistant controller. She joined the company in 2000 as a property accountant, a post she held for five years. In her new role, Leahy is responsible for the preparation of financial statements and knowledge of each asset within the Peabody Companies’ portfolio. Working closely with the controller, she ensures oversight on all issues that impact the accounting/financial operations of the company.

Victoria Hanson, a multi-site area manager, has obtained the National Affordable Housing Professional Executive designation through the National Affordable Housing Management Association™. She joined the company in 2016.

Leah Sahlu of Lowell has been named a senior property manager. In this role she is responsible for the physical, financial, and administrative operations of the buildings within her portfolio, including day-to-day site property duties, resident relations, budgetary analysis and staff supervision, training, and development.

Sahlu joins the Peabody Companies with extensive experience in the property management industry, most recently as senior property manager with WinnCompanies in Cambridge.

Robert Fine of Rockland has been named Director of Accounting.

In this role, he has the direct overall responsibility for both the financial and reporting obligations of each of the firm's portfolio operations. Duties include the review and monitor of accounting department practices to assure maximum operation efficiency and productivity and implementation of improvement strategies as required.

A licensed CPA, Fine joins the Peabody Companies with 30 years of public and private accounting experience, most recently as an assurance director with CohnReznick in Boston.



Gina Girouard

### **Girouard Joins New England Wellness Solutions**

New England Wellness Solutions, a family practice providing comprehensive health-care services, including acupuncture therapy, cupping therapy and Chinese medicine, announced that licensed acupuncturist Gina Girouard has joined the practice in the Weymouth clinic located inside the Weymouth Club.

Girouard is a Massachusetts Board of Medicine-licensed acupuncture therapist. She previously worked at MCPHS University Health Center in Worcester, at PACE Health Center in Lynn and with the Family Medicine Department of UMass Memorial Hospital Worcester. Her specialties include pain management and women's health. Her sub-specialties include acute and chronic pain, dental pain and anxiety, insomnia, respiratory health and pre-, peri- and post-menopause.

Girouard is the founder of the nonprofit Eastern Medicine Responds! Inc. which provides pain and stress relief to South Shore Health System's healthcare workers during COVID-19.

### **US LBM Acquires Mid-Cape Home Centers**

US LBM, a leading distributor of specialty building materials in the United States, has acquired Mid-Cape Home Centers, a building products and home improvement company with six locations on Cape Cod.

Mid-Cape Home Centers traces its roots back to 1895, and today supplies professional builders, remodelers and homeowners in Massachusetts' South Shore, Cape Cod and the Islands with lumber and specialty building materials. Operating an extensive delivery fleet and providing services such as kitchen and bath design and custom millwork, Mid-Cape's broad mix of products include roofing, siding, doors, windows, decking, rail-

ing, flooring, paint, hardware, countertops and cabinetry.

"We're excited for this partnership with US LBM, which shares our focus on quality, service, community involvement and people," said Mid-Cape President and General Manager Jack Stevenson, who will continue to lead Mid-Cape's day-to-day operations. "Together, Mid-Cape and US LBM will set an even higher bar, as we remain committed to our loyal customers, local communities and mission to be the supplier of choice in Southeastern Massachusetts. Our customers will have access to a wider range of technologies, materials and offerings while relying on the team they know and trust."

With the addition of Mid-Cape, US LBM now operates 25 locations across New England under several banners, including Deering Lumber, East Haven Builders Supply, Poulin Lumber, Ridgefield Supply, Universal Supply and Wallboard Supply.



Walter Hall

### **Hall Launches National Program For Realtors**

The Hall Institute of Real Estate has launched a national program for Realtors called "The Power of Partnering."

The program is built on the premise that, "it's time to give consumers more power, knowledge and control when selling, buying or renting their home," said Walter Hall, who is considered the leading

authority on residential real estate professional practices.

Hall is the author of "All Things Real Estate" (2015) which described the key and critical steps in the selling, buying and renting process in non-technical language. This book became popular in the industry as both a training guide and as a basis for professional practices.



Darla Brooks

### **Brooks Named Controller/Director Of Human Services At Acella**

Acella Construction Corporation has named Darla Brooks of Norwood as Controller/Director of Human Services.

In this role, she is responsible for preparing company financial statements, maintaining control of balance sheet and account reconciliations, administering

human resources plans and procedures for all organization personnel, managing health and welfare plans, and a roster of additional duties.

Brooks started her construction career for Payton Construction, where she built her foundation of knowledge in construction accounting. She joins Acella Construction with more than 27 years of experience in construction accounting and human resources, most recently as Vice President of Finance and Human Resources.

She is a graduate of Newbury College with a bachelor of science degree in Accounting.

## Cape Destinations Acquires ElizaJ Portable Restrooms

Cape Destinations acquired ElizaJ Portable Restrooms from founder and president Eliza J. Kendall on Sept. 14.

Kendall started ElizaJ with her husband, Ronnie, in 1997. After his death last year, Kendall decided it was time to sell the business she built with her husband.

“Ronnie and I had always been a husband-and-wife team. It became so difficult when he passed to continue to operate without him,” said Kendall. “It was very exciting to see the business we put our heart and soul into go to another husband-and-wife-team who put their hearts and souls into their business. It was the perfect solution.”

Cape Destinations was founded in 1998 by Peggy Garrahan and Jay Kavanaugh and has grown into Cape Cod’s most diverse transportation company with more than 100 vehicles and employing more than 75 people. One of Cape Destinations specialty areas is wedding transportation. Acquiring ElizaJ was a natural fit enabling the company, Garrahan said, to offer additional services to their wedding couples.



## Cutter Financial Group Moves To New Location

Cutter Financial Group, LLC, a provider of retirement and investment planning services, has moved

from its current location at 237 Teaticket Highway to 84 Davis Straits in downtown Falmouth.

With additional offices in Duxbury and Mansfield, the Falmouth location serves as Cutter Financial Group’s headquarters and is approximately three times larger than the previous space. The new facility will provide Cutter Financial Group staff with much-needed space to accommodate its “astronomical” growth in addition to its having a centralized location for increased convenience to clients.



John Cotton

## Cotton Appointed Vice President At Rockland Trust

Rockland Trust has announced that John Cotton of Mashpee has been appointed Vice President, Commercial Loan Officer, for the bank’s Commercial Banking division in Hyannis.

Cotton will focus on developing and strengthening the bank’s business lending relationships throughout the South Shore and Cape Cod regions. He will also pursue new lending opportunities for existing properties, construction, new development and community redevelopment projects.

Cotton has a diverse array of experience in commercial lending, business development and sales. Before joining the bank, he spent eight years at First Citizen’s Federal Credit Union as

Vice President of Commercial Lending, where he collaborated with key partners to create effective sales strategies to drive commercial loan growth.

He is serving his third term as a Mashpee Selectman and has been on the board of directors for the Cape Cod Home Builders Association since 2016.

## The Coop Expands Residential Lending Team

The Cooperative Bank of Cape Cod has expanded its residential lending team to further accommodate the region’s robust real estate market.

The bank has hired Mary Catherine McGreevy and promoted Jessica Terry to the position of Residential Mortgage Loan Officer, while Kathy Phillips joins the bank as a Home Equity Specialist.

Terry joined The Coop nearly 20 years ago as a teller and has been promoted to several positions of increased responsibility, most recently serving as Home Equity Loan Officer.

McGreevy previously served as a loan officer at Citizens Bank, where she led the region in key performance metrics. She is a licensed real estate agent with an extensive background in social work.

Phillips brings more than three decades of residential and commercial lending experience at mid- to large-size banks and mortgage companies, including Digital Federal Credit Union, to her new position at The Coop.

## Harris Pens Book On Navigating Widowhood

WH Cornerstone Investments financial advisor and co-founder Paula Harris has published “Rise Up: A Widow’s Journal,” a guide to navigating widowhood.

More than 11 million widowed women and just over 3 million widowed men were recorded in the U.S. in 2020. A disproportionate number of women survive their partners with their average age only 59 years old.

Learning to process grief and loss through journaling is often a recommended stage in the journey of widowhood. Harris drew on her experience working with mid-life widowed women. Harris describes herself as part financial advisor and part dream architect as she helps guide her clients to rise up and navigate their life forward through obtaining financial security. Harris views the importance of life planning alongside financial planning and is a Return on Life Advisor™ and Certified Jack Canfield Methodology Trainer.

“When a curve ball hits, such as widowhood, especially in the case of sudden death, a woman is overwhelmed by all the tasks that need to be dealt with. She often tries to hide or ignore her own feelings and emotions,” explains Harris. “The loneliness of the widowhood journey can be isolating and challenging. By journaling, she can learn to capture and process her feelings as they arise, especially in the first two years.”

WH Cornerstone Investments is a wealth management firm based in Duxbury. 



Samantha Fitzmaurice

**Community Health Center Welcomes Fitzmaurice, Thornton To Mashpee Office**

Licensed Social Workers Samantha Fitzmaurice and Caryn Thornton have joined the Community Health Center of Cape Cod's Behavioral Health team at the Health Center's Mashpee office.

Fitzmaurice is a graduate of Simmons College, with a master's degree in Social Work. She received a bachelor of science degree in Psychology with a minor in Criminal Justice from Bridgewater State University. Prior to joining Community Health Center, Fitzmaurice worked at Vinfen in Boston as a Clinical Coordinator and a Clinical Care Manager. She has an extensive volunteer history and is also proficient in Haitian Creole.



Caryn Thornton

Thornton received both a bachelor's degree in Exercise Science and a master's degree in Social Work from Bridgewater State University. She was previously a long-term care social worker at Cape Heritage Rehabilitation and Health Care Center after completing a social work internship at Cape Cod Hospital. Thornton is a member of the National Association of Social Workers and was a hospice volunteer with the Visiting Nurses Association.

**Cape Symphony Names Four To Board Of Trustees**

Four community leaders were tapped as the newest members of the non-profit board of directors at The Cape Symphony. South Orleans resident Ellen A. Dickinson continues as board chair, with Christian Valle of Falmouth serving as vice chair. Steven Heslinga of Centerville remains treasurer, and Teresa Egan of Cotuit is secretary of the 23-member board.

The new members of the Cape Symphony Board:

Jill Beardsley of Brewster is Director of Community Support Associates, a community-based program providing residential, case management, vocational, recreational, and outreach services to adults with disabilities and the elderly on Cape Cod.

Navy veteran John Damon of Barnstable's professional career included investment management, charitable and estate planning and business/tax consulting. He is retired as president of Financial Compass Charitable Advisors in Barnstable.

Gianna Jonas of West Yarmouth is a program director at Community Systems Inc. of Plymouth, a family of non-profit, tax exempt corporations whose mission is helping persons with disabilities to find happiness in their own homes, in their personal relationships, and as contributing members of their community.

Jamie Selldorff of Chatham is a CPA whose work experience includes Campbell Soup Company in New Jersey and Sara Lee in Chicago.

Former Cape Symphony board member Jacqueline deRuyter of Brewster has returned to the board.

**Children's Cove Expands Staff**

Children's Cove, The Cape & Islands Child Advocacy Center, has hired two new team members: Alexandra Foley as Commercial Sexual Exploitation of Children Case Manager/Forensic Interviewer and Kathy Fayerberg as Family Services Coordinator.

Foley joins Children's Cove after working for the Justice Resource Institute as a Family Networks Service Coordinator and Intensive Care Coordinator. She will be coordinating with the agency's multidisciplinary team members to respond to concerns and reports of human trafficking of children on Cape Cod and the Islands. Foley will also conduct forensic interviews as a matter of special investigations for high-risk youth and victims of CSEC.

Fayerberg formerly provided individual and family therapy at Gosnold Inc.'s school-based programs. She will support the mission of Children's Cove by providing support for children and families served through psychological first aid and psycho-education relating to the impact of traumatic experiences. Fayerberg will also connect children and families with needed resources and support in the community, as well as information regarding the investigative and justice process.

**Community Health Center of Cape Cod Hosts Successful Golf Tournament**

Community Health Center of Cape Cod's 21st Annual Golf Tournament at Pocasset Golf Club on Sept. 13 drew more than 125 golfers. The event raises funds to support the health center's mission to improve the health of the community through the provision of comprehensive, high-quality, compassionate health care to all, regardless of ability to pay.

The tournament raised more than \$80,000 for programs and services, the highest amount in the event's history.

"We are extremely thankful for the outstanding support of everyone who helped make this year's Golf Tournament a success," said Karen Gardner, Chief Executive Officer at Community Health Center of Cape Cod. "This event allows our health center to provide access to essential wrap-around services for the patients we serve, providing connections to resources for patients experiencing housing or food insecurity, helping individuals secure health insurance, providing translation services, and setting up engagement with a care team to help manage chronic and dynamic illnesses."

Support for the event included platinum sponsor Slade Mortgage and gold sponsors: BizChecks Payroll, Bowdoin Construction Corp., Cape Cod Five, Chart Room, Commonwealth Purchasing Group, Dr. R. Bruce and Mrs. Mady Donoff, Falmouth Lumber, Group Brokerage Insurance Agency, Massachusetts League of Community Health Centers, MEDCOM Architectural Group, Northland Residential, Raponi Drywall & Plastering, and Southern Middlesex Industries, Inc.

Community Health Center of Cape Cod is a non-profit Federally

Qualified Health Center that provides access to health care for adults and children with MassHealth, Commonwealth Care, Medicare, private insurance or no insurance at all.

### **Housing Assistance Corp. Announces Staff Promotions**

Housing Assistance Corporation has announced several staff promotions.

Cassi Danzl has been promoted to Senior Vice President of Programs and Client Services.

Paula Mallard has been promoted into a new role of Vice President of Homeless Services. Mallard will expand her work of overseeing HAC's homeless shelters.

Ann Marie Peters has been promoted to Director of Individual Homeless Services. She will oversee Housing Assistance's Homeless Outreach and Permanent Supportive Housing Programs.

Heidi Archibald has been promoted to Director of our Housing Consumer Education Center and will oversee the Intake, Housing Counseling/Education and Financial Assistance Programs. She will work alongside Danzi to ensure continued access to these vital resources as the region deals with the impact of the pandemic and beyond.

From March 23, 2020 through Aug. 20, 2021, Housing

Assistance has awarded nearly \$4.3 million in rental assistance to 868 households in every town on Cape Cod as well as Martha's Vineyard and Nantucket. The average financial award has been about \$5,000 per household.

### **Jones Named Chief Medical Officer At Duffy Health Center**

Duffy Health Center, a community health center based in Hyannis, has hired Dr. Lisa Jones as Chief Medical Officer.

Jones comes to Duffy from Greater New Bedford Community Health Center, where she was Chief Quality and Compliance Officer.

She obtained a bachelor of arts degree in Biology and a master's degree in Education at the University of Michigan before completing her doctorate degree in medicine. at Michigan State University College of Human Medicine. She is currently pursuing a master's degree in Business Administration at UMass Amherst.

Jones completed her Obstetrics and Gynecology Residency at Oakwood Hospital and Medical Center in Dearborn, Mich. and is a Certified Physician Executive through the American Association for Physician Leadership. In her role at Duffy, she will oversee the center's medical department including patient care, patient safety, quality improvement, and clinical operations. 🏠

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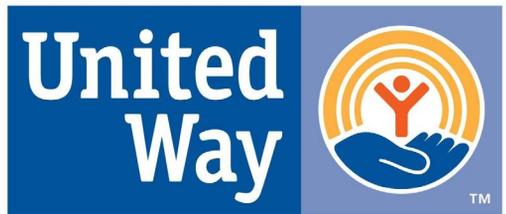
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**Cape and Islands United Way**

**Cape and Islands United Way**

P.O. Box 367  
Centerville, MA 02632  
info@uwcapecod.org  
uwcapecod.org  
capecodvolunteers.org

**Stats**

**Total number of employees:** 4  
**Annual revenues:** \$1.1 million  
**Year established:** 1969

**Mission**

The Cape and Islands United Way convenes and mobilizes dozens of non-profit organizations, focusing on creating community led and community based solutions that strengthen the quality of life through education, health, housing and financial stability.

**Geographic Area**

Cape Cod, Martha's Vineyard and Nantucket

**Leadership**



**Mark Skala** PRESIDENT/CEO  
**Carrie Woods** BOARD CHAIR

**Fundraising Events/Opportunities**

Please visit our website to learn about our fundraising events and how you can give.

**Volunteer Opportunities**

Be sure to check out our new website to promote and encourage volunteerism, Cape and Islands for Good. <https://www.capeandislandsuw.org/volunteer-users>



**Wild Care, Inc.**

10 Smith Ln. · Eastham, MA 02642  
Office and Wildlife Helpline: 508-240-2255  
[www.wildcarecapecod.org](http://www.wildcarecapecod.org)  
[stephanie@wildcarecapecod.org](mailto:stephanie@wildcarecapecod.org)

**Stats**

**Total number of employees:** 9  
**Annual revenues:** \$360,000  
**Year established:** 1993

**Mission**

Wild Care's Mission is to help sick, injured and orphaned wildlife through Wildlife Rehabilitation; to reduce the number of animals impacted by human activity, through Educational Outreach; and to help protect species and the ecosystems they represent, through Advocacy and Conservation.

**Geographic Area**

Primarily Cape Cod. We accept animals throughout the state of Massachusetts.

**Leadership**

**Stephanie Ellis, EXECUTIVE DIRECTOR; Judy Bullard, BOARD CHAIR; Cate MacGregor, TREASURER; Linda Rogers, SECRETARY; DIRECTORS: John Kelley, DVM, Kelly Preston, DVM, Julie O'Neil, Jody Rice-Hines, Craig Oliveira, Michael Brown**

**2021 Goals**

Increase staffing, expand infrastructure and improve animal habitats and structures at Wild Care to suit our growing needs, and to provide care to over 1,800 animals per year.

**Fundraising Events/Opportunities**

Join us virtually for our largest annual fundraiser of the year, a "Wild Winter Night In," on Feb. 13, 2021 at 5:30 PM. Wild Care hosts regular virtual educational programs and events. For more info, visit our Facebook page @wildcarecapecod.

**Giving Opportunities**

Donate securely through our website at <https://www.wildcarecapecod.org/donate-today/>. Mail donations to Wild Care, Inc. 10 Smith Ln. Eastham, MA 02642, or donate much-needed items from our Wish Lists <https://www.wildcarecapecod.org/wish-list/>.

**Volunteer Opportunities**

Wild Care has year-round volunteer opportunities including assistance with our Baby Bird Program (summer), our Clinic and Nursery Program, fundraising, events, facility maintenance and more. Visit: <https://www.wildcarecapecod.org/volunteer/> to learn more.



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**MassDevelopment Financing Helps Southcoast Hospitals To Expand**

MassDevelopment has issued an \$83,010,000 tax-exempt bond on behalf of Southcoast Hospitals Group, Inc. (SHG), a health-care organization comprised of Charlton Memorial Hospital in Fall River, St. Luke’s Hospital in New Bedford and Tobey Hospital in Wareham.

Southcoast is using bond proceeds to fund several planned and ongoing capital projects, including building and equipping a 30,126-square-foot emergency department at Tobey Hospital; building a two-story addition to a parking garage at Charlton Memorial Hospital; building and renovating space for clinical care, ancillary support, mechanical and HVAC support, as well as laboratory and administrative facilities at St. Luke’s Hospital; purchasing needed equipment; and completing an array of additional projects. The organization is also using proceeds to fund reimbursements for previous capital expenditures and to refinance previously issued debt.

“This bond will immediately benefit the region we serve by sustaining our investments in people, technology, and facilities,” said Southcoast Health President and CEO Keith Hovan. “On behalf of our patients, nurses, providers, and 7,500 employees, I offer my profound thanks to MassDevelopment.”

Southcoast Hospitals Group’s three hospitals merged in 1996. Together, they collectively provide 804 beds, including 772 medical/surgical beds, 32 rehabilitation beds, and 65 bassinets. In addition to its three hospitals, Southcoast Hospitals Group, Inc. offers outpatient rehabilitative and therapy centers, a women’s center, outpatient oncology centers, and primary and specialty care physician services. SHG’s parent organization, Southcoast Health System, Inc., is a not-for-profit, community-based health system offering an integrated continuum of health services throughout southeastern Massachusetts and Rhode Island. The system serves more than 719,000 residents in 33 communities.

**SUNS Outdoor Furniture Opens Store in Mashpee Commons**

The Dutch design brand SUNS Outdoor Furniture has expanded its Massachusetts showrooms with the opening of a third location in Mashpee Commons.

Founded in the Netherlands in 2014, SUNS has more than 300 dealers worldwide and now three showrooms in Massachusetts.

“We noticed a great interest for our outdoor furniture coming from our customers on the Cape and we are thrilled to be calling Mashpee Commons our new home,” said Gabriel Kroeze, owner of SUNS USA.



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**EV Charging Stations Installed At Heritage Museums & Gardens**

Heritage Museums & Gardens recently installed four EV charging station spots to their general parking lot.

The charging stations were funded through Eversource’s EV Charging Station program and the Massachusetts Electric Vehicle Incentive Program (MASSEVIP). The MASSEVIP provided a grant toward the purchase and installation of two charging stations, which can charge four cars at one time. Costs exceeding the grant and the Eversource program will be paid for by Heritage Museums & Gardens.

“Heritage Museums & Gardens is committed to environmental sustainability throughout our 100 acre grounds. The EV charging stations, which benefit and support our visitors, are just one of many initiatives that are part of our sustainability plan,” said Anne Scott-Putney, President and CEO, Heritage Museums & Gardens. “We are very grateful to Eversource and MASSEVIP for their generous grant support of this project”.

The EV charging stations are manufactured by ChargePoint and can be accessed through the use of an app on a cellphone. They are connected to the Internet, which will allow for the tracking of usage as well as all fees, which can be paid by mobile device. Heritage will be required to provide semi-annual charging station usage reports to the MASSEVIP program.

The charging stations are located in the parking lot near the Gift Shop. The location of the EV charging station spots at Heritage will also be visible through several apps including ChargePoint and PlugShare.

The electric vehicle charging stations will be available for use during business hours (10 a.m. – 5 p.m.) and turned off at all other times.



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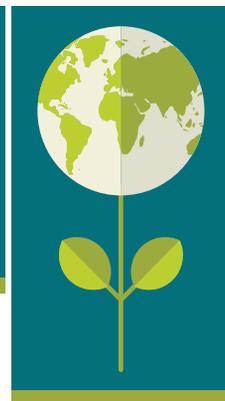
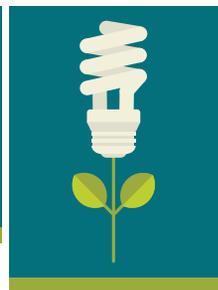
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## How To Be More Eco-Friendly

By Marc L. Goldberg



In a survey by the U.S. small business shipping service Sendle, 57 percent of respondents said that climate change had somewhat or fully caused them to reassess their purchasing habits. Nearly 71 percent said they had set goals to purchase more sustainable products in 2020.

Here are three ways small businesses can become more eco-friendly.

- 1. Offer remote work.** More and more work is done online and there is less need for people to be in an office. Allowing employees to have work flexibility and less commuting times adds to productivity and is great for the environment. Fewer cars and less idling at stop lights means less CO<sub>2</sub> being emitted. It might be a small change, but they all add up.
- 2. Use sustainable products.** Use recycled printer paper, eco-friendly cleaning products and reusable to-go containers or ones made from recycled materials. Look for notices on labels – “made from post- or pre-consumer waste.” Green cleaners, like those used by Cape-based CleanGreen, do not include toxic chemicals and opt for natural ingredients and keep toxic chemicals out of the water supply.
- 3. Reduce, reuse, recycle.** The best way to reduce the amount of materials that go into landfills is to follow the Three R's. First reduce usage where possible, such as reduce the amount of printing output from your computer. Reuse instead of throwing out disposable cups, plates and utensils. And, reuse structurally-sound intact boxes or even printer paper that can be printed on the clean side. When you cannot reduce or reuse, then take advantage of town recycling centers. 🧩



**Cape Cod  
& the Islands**

**Marc L. Goldberg** is a Certified Mentor at SCORE Cape Cod and the Islands. For free and confidential mentoring, contact SCORE Cape Cod and the Islands, [www.capecod.score.org](http://www.capecod.score.org)

During the past four decades, he has worked in all facets of marketing, manufacturing and general management. The company he founded in 1985, Marketch360, specialized in performance improvement through training and measurement for participants in trade shows and events. SCORE Cape Cod & the Islands mentors new business start-ups, businesses wanting to grow and nonprofit strategic planning & board development. For free and confidential mentoring contact SCORE at [www.capecod.score.org](http://www.capecod.score.org) and [capecodscore@verizon.net](mailto:capecodscore@verizon.net).



# Build Environmental Stewardship Into Every Aspect Of Your Business

By Dorothy Savarese & Matt Burke

Businesses and professionals can play an important role in helping build climate resilience. At Cape Cod 5, we are committed to being thoughtful stewards of the environment in all aspects of our business - from the services we offer to the investments we make, from the materials we use in updating our Banking Centers to our community engagement efforts, and everything in between.

Here are some ways to consider “going green” in your own business:

- **Research programs available to help your business go green more affordably**

Utilize resources such as Mass Save that offers no-cost energy assessments for businesses, as well as financing options and assistance to help offset the cost of energy efficiency upgrades.

- **Utilize green energy sources**

Solar is a powerful energy source for businesses and homes alike that can meaningfully reduce electricity bills and carbon emissions.

Consider an electric vehicle.

- **Go paperless - adopt technology systems to eliminate the need for printed material**

Offer and support direct deposit for your employees’ payroll to reduce the amount of paper needed for paychecks. More information can be found on Cape Cod 5’s website.

With the technology options available today, reevaluate the need for printed materials in your workplace.

- **Recycle and minimize waste**

Adopt a recycling policy at your business by providing designated bins for recyclable items. Encourage employees to utilize reusable coffee mugs and water bottles, reducing the need for single use items and therefore the amount of waste that is produced at your workplace.

- **Consider environmentally friendly investments**

Explore ways to put your money to work, such as with municipal solar array tax credits or socially responsible investment funds.

- **Advocate for infrastructure to support our fragile environment**

- **Encourage employees to think green, as well**

Educate your staff about the simple and easy ways they can individually contribute to a more “green” workplace – and be more environmentally conscious in their personal lives. 🧱

**Dorothy Savarese** is Chair and CEO of Cape Cod 5. **Matt Burke** is Co-President of Cape Cod 5.

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Female business owners sharing their journeys and tips for successful business growth.

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## FEATURE STORY



## Engineered Soils Offer Environmental Benefits

By Linda Burke



A quick and easy way to go green? Start from the ground up – literally – with specially engineered soils.

The proper blend of sand, loam, and other organic material can reduce impervious surface area, manage stormwater and roof runoff, cut water use, and ensure that shade trees can thrive, lowering your energy costs.

Commercial or residential, new construction or renovation, an engineered soil solution can help.

“Some people think soil is soil, but nothing could be further from the truth,” said Christopher Ierardi, general manager of Read Custom Soils in Wareham. “The proper ‘recipe’ for your soil can make all the difference in how your landscaping functions and thrives.”

Ierardi, who holds a degree in Landscape Architecture from the UMass Amherst, encourages anyone planning site work to get expert professional assistance with their planning. A well-designed landscape plan can, and should, reduce maintenance costs and enhance your property’s value.

One well-known example is AutoCamp Cape Cod in Falmouth. Here, renowned designer Workshop/APD used Read’s Organic-Lock stabilized stone dust to build ADA-compliant picnic areas and pathways around the central firepit/gathering area. As Workshop/APD founding principal Andrew Kotchen told Interior Design magazine, integrating the luxe campground’s buildings and famous Airstream campers with the natural surrounding grounds was crucial.

Walking trails around a high-end campground is kind of a no-brainer, but use of specialty soils around a new office building, like Cape Cod Five Cent Savings Bank’s new headquarters in Hyannis, makes just as much sense.

“As we took on planning for the site development and ultimately the construction of our new headquarters in Hyannis, which targeted LEED Gold, environmental impact was a key consideration in every decision along the way in order to align with the environmental stewardship goals of Cape Cod 5,” said Matt Burke, co-president of Cape Cod Five. “Custom engineered soil allowed us to meet the specific needs of our site as we worked to create a naturalized landscape that reduced the need for water and pesticides.”

This project used bioretention soil from Read Custom Soils.

Not surprisingly, the use of engineered soils has long been an



important tool in the public works, park, and beach manager's toolbox. From beach nourishment at Trunk River Beach in Falmouth to permeable stabilized trails at the Mass Audubon's Long Pasture Wildlife Sanctuary in Cummaquid, specialty soils have enhanced the visitor experience in a cost-effective manner.

In Osterville, Coastal Excavation of Duxbury used bioretention soil for an infrastructure project.

"The project was designed to catch excess storm water and leach into the ground before it runs off and ends up in the waterways," explained Kevin Knippenberg of Coastal Excavation. The system, designed by Horsley Witten Group of Sandwich, used bioretention soil at the bottom of swales which function like a rain garden: providing healthy growing media for plants and naturally filtering rainwater as it passes through the soil and returns to the aquifer.

"The effect is phenomenal," said Ierardi. "When a landscape design uses the proper materials, the plant life looks healthy, water and drainage works as it's supposed to, and walking paths require little maintenance." 🧱

**Linda Burke** is Vice President for marketing and communication for the A.D. Makepeace Company, based in Wareham, North America's largest cranberry grower, the largest private property owner in eastern Massachusetts, and a recognized leader in environmentally responsible real estate development and stewardship. More information at <https://admakepeace.com>



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## FEATURE STORY



### 'Fish Brew' Results In Sustainable Growth For Blue Stream Aquaculture LLC

By Carol K. Dumas

Tens of thousands of fish are raised at Blue Stream Aquaculture in West Barnstable to supply fishing derbies, rod and gun clubs and private hatcheries and ponds.

What's also produced is a lot of fish excrement.

Keith Wilda, who owns Blue Stream with partner Jim Malandrinos, learned by accident that fish waste makes a potent, effective soil conditioner when he mixed it with filtered water and sprayed it around his five-acre property's lawns and on plants, such as a spindly fig tree that came with the place when he bought it six years ago.

"This year, I've harvested 145 figs from this tree," he said, pointing out a lush, fruit-laden tree on a recent tour of the enterprise. "And my lawn has never looked greener. We'd been trying it for years, but when the pandemic hit, we needed a new revenue stream for the business as we lost 45 percent of our revenues when fishing derbies were canceled last year."

They called the product Fish Brew and it hit the market in March and April 2021.

#### Historic Roots

Blue Water Aquaculture operates on a historical archeological site that has been used continuously for farming since 1713, according to Barnstable historical archives. One use was as a tannery and two former tannery ponds now serve as habitat for the growing fish: four kinds of trout (brown, brook, rainbow and tiger) are raised from spawn in ponds fed by natural artesian springs.

Wilda and his partner purchased the existing West Barnstable fish hatchery six years ago. The business also includes fish farms in New Hampshire and in Western Massachusetts. They recently acquired oyster farms in Fairhaven and Mattapoisett.

Wilda grew up in Hadley, a Western Massachusetts' town near Amherst, and he's worked on farms since he was young. He's been involved with fish farms for decades. Wilda established the nonprofit Friends of the Berkshire Fish Hatchery, which supported the work at the research station run by UMass Amherst where he was the Director of Western Massachusetts for Sustainable Aquaculture.

He met his wife, Reagan, who does the public relations and marketing for the business, on a fish farm. The couple have three daughters who are sometimes recruited to lend a hand, such as



**Blue Stream Aquaculture LLC.**  
 2231 Meetinghouse Way,  
 West Barnstable  
 508-362-3678  
 Email:  
[hello@fishbrew.com](mailto:hello@fishbrew.com)  
<https://fishbrew.com/>

affixing labels onto Fish Brew plastic bottles.

Blue Stream Aquaculture is set on a tranquil 8.5 acres, surrounded by conservation land and is the most “natural” side of the business’s fish farms. Vats, raceways, ponds, solar panels, pumps, greenhouses and outbuildings are scattered around the wooded property. Three and a half acres are used for the hatchery. In early fall, birdsong was melodious and monarch butterflies still flitted on the purple blooms of a butterfly bush. Most of the year, the farm’s electricity is produced by solar power.

**Creating A Living Soil**

Fish Brew is derived from fish excrement and filtered water from their aquaculture farms in West Barnstable and Charlestown, N.H. The “brew” is filled with healthy organisms that come from raising fish in healthy aquatic environments, Wilda said.

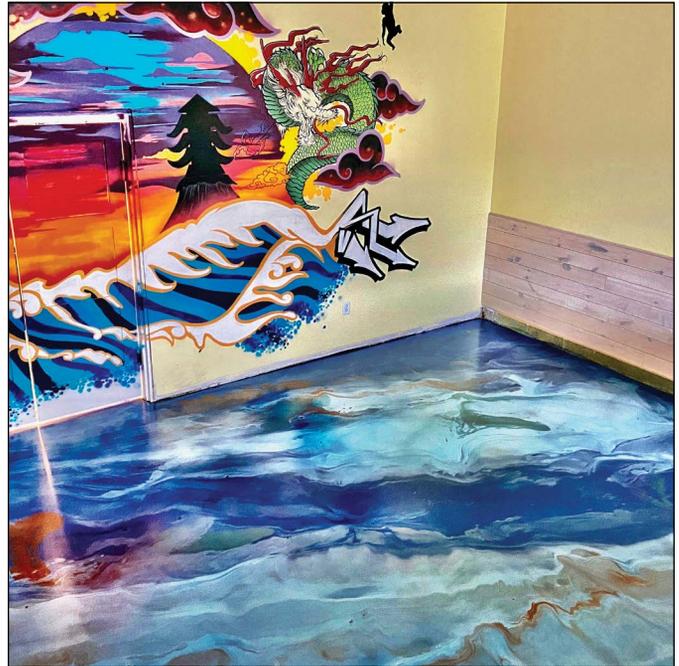
Products include Fish Brew Bold FLO™, Fish Brew Epic Flow and Fish Brew Hydrolysate, with different uses prescribed for each (house plants, gardens, lawns). This past summer, a microbiologist tested all three products on site for quality control.

“She viewed the products under the microscope on a daily basis,” said Wilda. “She did product testing/trials with all of our Fish Brew products so we can stand behind our products.”

Fish Brew is sold in 14 retail locations, including Agway of Cape Cod, and Always Green Hydroponics in Plymouth and Pocasset. Wilda hopes to gain more vendors, as well as market the product wholesale to turf growers, golf courses and landscapers. Fish Brew is also sold in bulk quantities.

Gardeners who have tested the soil conditioner, including Wilda who grows hydroponic plants and vegetables in a greenhouse on the property, attest to the effectiveness of the products that result in lush, green foliage and vigorous growth with almost no pest issues, due to Fish Brew’s probiotic ingredients (filtered living organisms) that serve as an inoculant to the soil. It’s also odorless.

“One guy I sold this to, who used exclusively chemical fertilizers on his lawn, said he was able to get rid of the fertilizers completely,” Wilda said. “It’s one thing for Farmer Keith to use it in his backyard, but when lots of people test it, word of mouth is powerful.” 🧩



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### WHAT:

Fourth annual (and second virtual) conference sponsored by the Cape Cod Climate Change Collaborative focuses on Massachusetts' groundbreaking new state climate law, "An Act Creating a Next Generation Roadmap for Massachusetts Climate Policy." The new law represents the most significant update to climate policy in the Commonwealth since the landmark Global Warming Solutions Act of 2008.

### WHEN:

Friday, Oct. 29,  
8:30 a.m. to 3:30 p.m.

### WHO:

The Cape Cod Climate Change Collaborative is a consortium of environmental, energy, government, business, education, faith community, and activist organizations whose mission is to help the Cape & Islands reach carbon neutrality or "net zero" by enhancing communication, collaboration, and action among entities committed to mitigating the climate crisis.

### DETAILS:

NZ21 is organized around the new state climate law's four pillars: End Use Energy, Energy Efficiency & Flexibility, Decarbonizing Energy Supply and Carbon Sequestration. The conference will focus on federal, state, regional and local leaders, businesses, policy makers, scientists, clean energy providers and advocates to discuss exciting new federal, state and regional legislation and initiatives, and offer a roadmap for communities, organizations and individuals to undertake actions to advance the journey to net zero for the Cape & Islands region and beyond.

### COST:

Free, registration required.

### REGISTRATION:

<https://netzero21.vfairs.com/en/registration>

"We are at a critical intersection in our history where the increasing urgency of the climate crisis has converged with the emergence of exciting new energy policies and programs. This conference is for citizens, municipal leaders, planners, clean energy advocates, youth and faith community activists and virtually anyone wishing to better understand the issues and how to take action."

Fran Schofield, founding member, Cape Cod Climate Change Collaborative Board of Directors, event co-chair.

# AGENDA

## 8:30 – 8:40 A.M.

### Welcome & Opening Remarks

Richard F. Delaney, founder, Board of Directors President, Cape Cod Climate Change Collaborative

## 8:45 – 9:10 A.M. Build Back Better:

The Federal Case For Bold New Energy Policy: 2021 & Beyond

## 9:15 A.M. – 9:40 A.M. Climate Change 2.0: How The U.S. Is Advancing Climate Action, Clean Energy & Green Jobs

Sen. Ed Markey

## 9:45 – 10:20 A.M. Turning Legislation & Policy Into Local Action: Discussion With Cape & Islands Delegation

**Moderator:** Andy Gottlieb, Executive Director, Association to Preserve Cape Cod

**Panelists:** Sen. Julian Cyr, Sen. Susan Moran, Rep. Kip Diggs, Rep. Dylan Fernandes, Rep. Sarah Peake, Rep. David Vieira, Rep. Timothy Whelan

## 10:25 – 10:35 A.M. Break

## 10:40 – 11:15 A.M. Massachusetts Next Generation Climate Roadmap Bill: The Four Pillars Explained

Katie Theoharides, Secretary, Massachusetts Executive Office of Energy & the Environment

## 11:20 – 11:55 A.M. Massachusetts Next Generation Climate Roadmap: New Directions For Cape & Islands Communities

**Moderator:** Eve Zuckoff, Climate Change Reporter, WCAI

**Panelists:** Kristy Senatori, Executive Director, Cape Cod Commission; Maggie Downey, Administrator, Cape Light Compact

## 12 – 1 P.M. Lunch Break

## 1 – 1:35 P.M. Pillar I - End-Use Energy: Driving Green At The Regional & Local Levels

**Moderator:** Jim Wolf, Director of Sustainability, Cape Air

**Panelists:** Angie Gompert, Executive Director, Martha's Vineyard Regional Transit Authority; Tom Cahir, Executive Director, Cape Cod Regional Transit Authority

## 1:40 – 2:05 P.M. Pillar II - Energy Efficiency & Flexibility: The Rubber Meets The Road: Reducing Demand, Carbon Emissions & Costs

**Moderator:** Michele White, Special Projects Coordinator, Cape Cod Commission

**Panelists:** Margaret Song, Commercial & Industrial Program Manager, Cape Light Compact; Maria Marasco, Executive Director, Cape & Vineyard Electric Cooperative

## 2:10 – 2:35 P.M. Pillar III - Decarbonizing Energy Supply: Winning With Wind, Water And Waves!

**Moderator:** Paul Niedzwiecki, Executive Director, Cape Cod Chamber of Commerce

**Panelists:** Nate Mayo, Policy Manager, Development, Vineyard Wind; Seth Kaplan, Director of External Affairs, Mayflower Wind; David Duquette, CEO, Littoral Power Systems

## 2:40 – 3:05 P.M. Pillar IV - Carbon Sequestration: Seeing The Forest For The Trees ... & Beyond

**Moderator:** Carole Ridley, Principal, Ridley & Associates, Inc.

**Panelists:** Mark Robinson, Executive Director, The Compact of Cape Cod Conservation Trusts; Kevin Kroeger, PhD., Research Chemist, USGS Woods Hole Coastal and Marine Science Center; Mon Cochran, Vice President, Climate Collaborative Board of Directors

## 3:10 – 3:35 P.M. Breakout Sessions: Q&A With Presenters & Panelists

### Pillar I - End-Use Energy

Angie Gompert, Executive Director, Martha's Vineyard Regional Transit Authority; Tom Cahir, Executive Director, Cape Cod Regional Transit Authority

### Pillar II - Energy Efficiency & Flexibility

Maggie Downey, Administrator, Cape Light Compact; Margaret Song, Commercial & Industrial Program Manager, Cape Light Compact; Maria Marasco, Executive Director, Cape & Vineyard Electric Cooperative

### Pillar III - Decarbonizing Energy Supply

Nate Mayo, Policy Manager, Development, Vineyard Wind; Seth Kaplan, Director of External Affairs, Mayflower Wind; David Duquette, CEO, Littoral Power Systems

### Pillar IV - Carbon Sequestration

Mark Robinson, Executive Director, The Compact of Cape Cod Conservation Trusts; Kevin Kroeger, PhD., Research Chemist, USGS Woods Hole Coastal and Marine Science Center; Mon Cochran, Vice President, Climate Collaborative Board of Directors

## 3:35 – 3:40 P.M. Closing Remarks

Richard F. Delaney, President, Cape Cod Climate Change Collaborative Board of Directors

## 3:45 – 4:30 P.M. Social "45"

Network with presenters, mix and mingle with audience members in the lounge; visit sponsor booths and win prizes



**Contracting**

# Prepare Your Business For Industry Expansion



By Christopher Raymond

The construction industry was deeply impacted financially by the COVID-19 pandemic. Fortunately, contractors have been able to take advantage of various stimulus and relief packages which provided much needed funding and credits, such as the Coronavirus Aid, Relief, and Economic Security Act (CARES Act); Consolidated Appropriations Act (CAA); the American Rescue Plan; the Paycheck Protection Program (PPP); and Employee Retention Credit (ERC). Contractors left standing have an opportunity to position themselves for long-term success by preparing their business for the expected industry expansion over the next five years.

In order to prepare, construction companies should focus on three areas:

## Labor/Workforce

In recent years, the construction industry has encountered labor shortages, which have negatively impacted the volume of construction projects. It is forecasted that the demand for construction projects is expected to outpace the growth of labor over the next five years, making it exponentially more challenging to find and retain highly skilled workers. In order to combat this, businesses can attract and retain highly skilled workers through bonus or incentive plans. Additionally, businesses can look to form strategic alliances with other contractors or subcontractors to gain shared access to a highly skilled workforce.

## Technology

The COVID-19 pandemic has forced many businesses to become more adaptive to change. For contractors that have historically been resistant to change, now is the best time to introduce technological improvements by considering the following:

- Safety Sensors – Many advancements in protective and safety gear are designed to not only monitor the working environment, but to prevent and detect injuries and reduce response time.
- IT Security – With a shift to remote workforces, companies will need to ensure data transferred and stored at remote

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### Cost Controls

With the drastic increase in building material costs and labor shortages, contractors must have effective cost controls in place to ensure projects are completed on time, within scope, and on budget. Contractors should consider one or more of the following: construction management software, timely cost reporting, regular review of estimates and contingency plans. These processes often allow for contractors to identify and prevent project overruns.

From labor shortages to cash constraints, all of these give a greater risk of failing to perform quality work or missing deadlines which could be detrimental to securing key relationships

**“It is forecasted that the demand for construction projects is expected to outpace the growth of labor over the next five years, making it exponentially more challenging to find and retain highly skilled workers. In order to combat this, businesses can attract and retain highly skilled workers through bonus or incentive plans.”**

with customers and other contractors or subcontractors. Companies that focus on their workforce, technology, and cost controls can position themselves for success. If you need assistance with improving these key areas for your company, you are encouraged to contact your network of professionals and trusted business advisors to evaluate the best path forward. 📊

**Christopher Raymond** is a manager at Citrin Cooperman, a top-25 nationally recognized full-service assurance, tax and advisory firm with offices throughout the United States, in addition to locations in the United Kingdom, India, and the Cayman Islands. More information at <https://www.citrincooperman.com>

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## BUSINESS TOOLBOX

### Human Resources

# How Employers Can Combat Widespread Resignation



By Karyn H. Rhodes

One in four employees plans to leave their employer as the COVID-19 pandemic subsides. In fact, four million people quit their jobs in April alone, according to the U.S. Bureau of Labor Statistics. Amid the mass exodus right now, if you're like many employers, you've experienced the recent resignation trend personally. In a tight labor market, that can have a significant effect on the future of your business.

### Top Reasons Why Employees Quit

Resignations are nothing new, but what is unique is the impetus for leaving. After more than a year of dealing with COVID-19 and, in many cases, remote work environments, many employees cite the pandemic as a driver behind their decision to seek other employment.

Whether COVID-19 is the only reason or just part of an employee's decision, the virus has triggered a desire for a change for many employees due to:

- **A change in priorities.** For some employees, staying at home may have caused them to realize life was passing them by and to think about what they really want. Some decided to spend more time with their children as a stay-at-home parent. Others in the face of the widespread illness and death opted to look for their dream job.
- **Concerns over safety.** Many workers remain concerned about the risk of COVID-19 even with workplace protocols in place, especially in service and retail jobs. And that discomfort is causing some to look elsewhere for opportunities where they can feel more protected.
- **Lack of flexibility.** For others, they feel their changing needs aren't being met by their employer. For example, if they want a flexible schedule or ability to work remotely sometimes and their company doesn't allow that option, they may not feel as valued as they did previously and begin to look for a more accommodating employer.
- **Fear of layoffs.** Even if an employee survived a COVID-19-related layoff or reduction in benefits, they may still worry about the long-term impact of the virus on their workplace. With financial security top of mind, some workers may look elsewhere to make sure they can take care of their needs.
- **Feeling stressed.** Some workers experienced longer hours and greater stress during the pandemic. And according to a Monster.com survey, burnout was the most commonly cited reason for wanting to leave a job, especially when workers don't feel like they're getting the level of support they need from their employer.

- **Better pay.** More than 740,000 of those who quit their jobs in April were in the hospitality industry. Many in low wage jobs at restaurants are leaving for more money. In fact, a recent survey found that 28 percent of workers have left the restaurant industry to seek higher pay.

## The Impact of Culture On Employee Loyalty

As you can see, many of the reasons employees cite for resigning in the wake of the pandemic stem from their workplace's culture. Employees are reassessing how their employers treated them during the pandemic. For example, they may be thinking about whether you showed you were concerned with their health or happiness.

In these cases, an employee's decision to stay with your company or look elsewhere can come down to more than financial incentives. In fact, many workers say they'd take a pay cut to work for a company that aligns better with what they want from an employer, such as the ability to keep working remotely.

That's why in today's employee's market, companies need to make investments in their culture to enhance employees' overall well-being and drive retention, which we'll talk about next.

## Five Steps Employers Can Take

Post-pandemic, a lot of intangibles are driving the employee experience, and understanding how to provide workers an environment that can enhance their loyalty is key to surviving the resignation rush.

- 1. Offer flexibility.** With record numbers of employees claiming they'll quit if forced to return to the office full time, consider allowing a hybrid of remote and on-site working.
- 2. Provide perks that matter.** Instead of a ping pong table, think about offering unlimited PTO that will provide a better work-life balance while also giving employees more autonomy. According to MetLife's 2020 Employee Benefits Survey, 70% of employees want unlimited PTO.
- 3. Offer growth opportunities.** Giving employees a clear path for advancement and continued growth opportunities can incentivize talent to stay because they can take ownership of their future success, a growing priority post-pandemic.
- 4. Recognize and reward.** For many workers, feeling appreciated goes a long way, especially after a year of spotty communication and connections. So try to recognize employees whether that's through a small gift card, branded item or larger incentive that shows employees they're valued.
- 5. Stress your values.** During the pandemic, many employees began to focus more on quality of life and are now seeking more meaningful work. To appeal to these workers, promote your organization's social purpose, connections with the community, and volunteer initiatives that can help them feel like they're benefitting society at large. 🧩

**Karyn Rhodes** is Vice President of HR Consulting at Complete Payroll Solutions. Learn more at <https://www.completepayrollsolutions.com>



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# Look Local To Drive Economic Development

By Courtney Bjorgaard



Most travel plans were put on hold due to pandemic restrictions making 2021 the summer of the staycation. To make the most of the summer the South Shore Chamber of Commerce

partnered with local communities, businesses, organizations, shops and restaurants to launch the Hello! South Shore project – a “shop, play and explore local” campaign.

The project is designed to help our residents – neighbors, friends, family and colleagues – appreciate all that is in their backyard; to think beyond their town borders to discover what the broader region has to offer; and to spend their summer exploring this beautiful, fun, vibrant place they get to call home. The website ([www.hellosouthshore.com](http://www.hellosouthshore.com)) includes suggested excursion checklists by town and by interest, from Quincy to Plymouth and everywhere in between.

After what has been a very tough 18 months for many, the goal was to aid with recovery by helping local businesses expand their markets, primarily by tapping into the shop local movement but broadening the meaning of local. The larger goal is to raise the region’s brand for lifestyle amenities that will help attract visitors, new residents and businesses. Those include history, open space and natural resources, arts and the cultural economy, the food industry, housing and architecture. Pick any community to live or work knowing that you will be surrounded by the experiences that help provide a high quality of life.

“We quickly discovered the synergy of our project to tourism,” said Peter Forman, President and CEO of the South Shore Chamber of Commerce. “Our goal was to market within the region not 50 miles out – we aren’t a visitors’ bureau or tourism organization. But as Lea Filson of See Plymouth kept telling us, ‘Local residents are tourists too!’ Her vision of expanding and enhancing visitor stays by promoting lifestyle interests throughout the region tie in nicely with our thinking about placemaking

as an economic development strategy.”

The idea for Hello! South Shore grew out of a conversation with our membership about some of our larger economic development goals, specifically elevating and branding the region in an effort to attract a future workforce and more businesses to the region. Someone said to us, “You can’t sell the region to people outside of it, if our own residents aren’t aware of the opportunities that are available to them.” So that’s where the idea started.

And when the Commonwealth of Massachusetts put out a call for a regional pilot project to help with local COVID recovery efforts, the chamber jumped on the opportunity to support local business and at the same time elevate all the amazing assets in our towns and cities.

The beauty of this project is that it criss crossed all over the region. Throughout the summer the project spotlighted various organizations and businesses in the following industry categories: arts, music, theatre, restaurants, breweries, retail, open space, history and culture. The feedback so far is that the project has helped to elevate so many great local treasures; some people had heard of and never visited, some they had never heard of and many places that they were able to rediscover through fresh eyes.

Love music? In the words of Aldous Collins: “It’s just a stone’s throw” away and it’s “on the rise” locally. South Shore Music Circus, Rexitana’s Backyard, Roht Marine, Soundcheck Studios – those are just a few local spots where you can enjoy some live music. Next time you’re thinking, I need a little history in my life, well, we have that, too (and not just in Plymouth!). Check with your local historical society. Arts and Culture? Yep. Take a stop over at South Shore Arts Center, stop by the Sandpaper Factory Pop-Up Shops (held monthly), and take in the murals in Hull and Cohasset. And if you need a little retail therapy, there are many wonderful merchants right here in our own back-

yard from the main streets of our quaint downtowns and neighborhood centers to Merchant’s Row, Derby Street Shops, South Shore Plaza and soon to be the new Hanover Crossing.

As we wrap up summer and move into the fall, please look local first. 

**Courtney Bjorgaard** is the Housing Initiative Lead for the South Shore Chamber of Commerce.



**“The idea for Hello! South Shore grew out of a conversation with our membership about some of our larger economic development goals, specifically elevating and branding the region in an effort to attract a future workforce and more businesses to the region.”**



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