

November 2021



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ENTERPRISING WOMEN SUPER WOMEN

**Woman In A Man's World:
Encore Construction's
Kathy DeMeyer**

**Toolbox:
Social Engineering & Cyber Attacks**

**Mentoring:
Take Charge Of Your Success**



Dorothy Savarese



Kathy DeMeyer



Catherine M. DiVita



Kim Hardy and Lori Luciani



Melissa "MJ" Viera



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Acknowledging Super Women

Welcome to our annual Enterprising Women issue.

This year, the first woman vice president of the United States was sworn into office. This month, voters in Boston elected the first woman mayor in the city's history.

The numbers of women in leadership, however, continue to lag behind men, as do salaries. That being said, women are making strides to achieve career goals.

This issue highlights some inroads being made locally, including Encore Construction's first woman owner and CEO; Cape Cod 5's Dorothy Savarese's national and regional successes; how two Plymouth women realized their career dream of owning a restaurant; and the work of the amazing nonprofit WE CAN, which helps women achieve goals and meet challenges, personally and professionally.

Check out our new monthly feature that spotlights the Cape's emerging business and nonprofit leaders through our partnership with Cape Cod Young Professionals Inc.

Lastly, please join our Enterprising Women luncheon event Thursday, Nov. 18, when we will feature innovative networking, a chance to win a \$5,000 advertising package and panel discussions with some of our region's most distinguished enterprising women. Click here for more information and to register.



Dale Shadbegian CEO



Carol K. Dumas Editor



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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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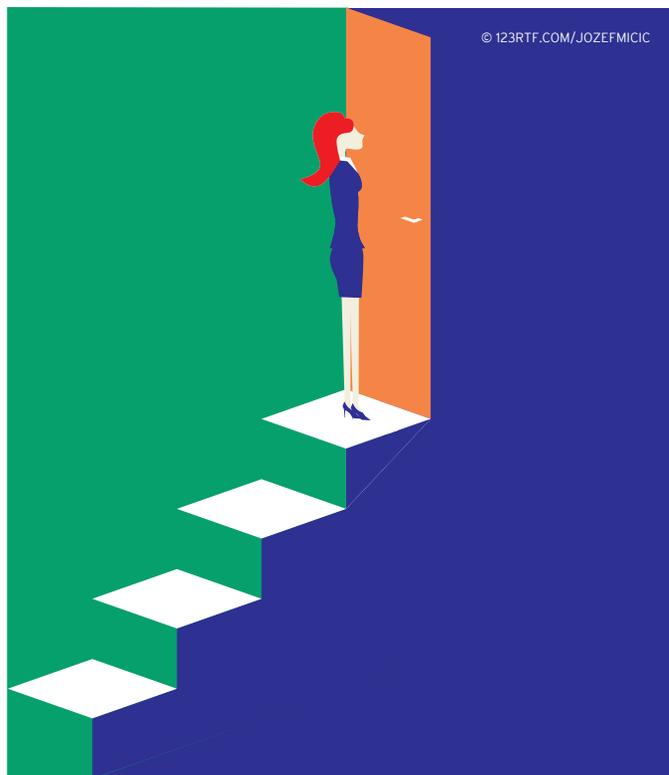
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BY THE NUMBERS



Women Entrepreneurs

Women are, by nature, forces to be reckoned with – in society, in the home, in every aspect of culture, and in business. These past few years have shown that women are making their marks in business and industry more than in previous years, and the potential of women entrepreneurs to spur economic growth has not yet even been fully realized. Here are just a few of the numbers.

39%

Women-owned firms (51 percent or more) account for 39 percent of all privately held firms and contribute 8 percent of employment and 4.2 percent of revenues.

11.6 MILLION

More than 11.6 million businesses in the U.S. are owned by women, and they generate more than \$1.7 trillion in sales.

5.4 MILLION

Around 5.4 million businesses in the U.S. are owned by women of color, and they employ 2.1 million people.

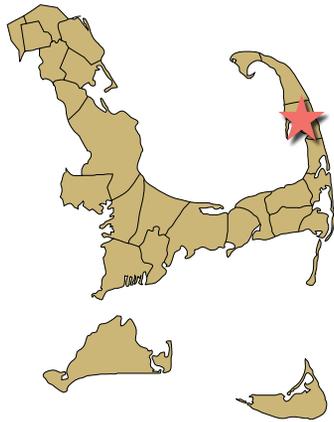
1 MILLION

One in five businesses in the U.S. with revenues of \$1 million or more is woman-owned.

18%

As of 2019, Latina/Hispanic women-owned businesses numbered at 2,346,200, or 18 percent of all women-owned businesses.

SOURCE: NAWBO.ORG



Around the Region

Town of Oak Bluffs

SOURCE: CENSUS.GOV, CENSUSREPORTER.ORG

Form of Government:
Open Town Meeting

Incorporated: 1880

Demographics:

Total population	4,665
Female:	51%
Male:	49%
White:	87%
Black:	5%
Asian:	0%
Native American	0%
Persons reporting two or more races:	3%
Hispanic or Latino:	2%
Other:	2%
Total housing units:	4,571
Family households:	1,750
Average household size:	2.6
Median Earnings:	
Median household income:	\$75,294
Per capita income:	\$37,105
Mean travel time to work:	9.8 minutes
Educational Attainment (age 25+):	
High school graduate:	26%
Some college	28%
Bachelor's degree:	23%
Post-graduate degree:	19%

Virtual Career Fair Designed To Get Women Back To Work



To help women who lost their jobs due to COVID—and those still struggling due to a lack of child care—the Massachusetts Conference for Women has announced a free virtual career fair on Dec. 1.

Thousands of openings (many of them virtual, flex and hybrid) will be available with top employers, including State Street, Hologic, Merck KGaA, Darmstadt, Germany, and Takeda Pharmaceuticals.

The event will be held from 11 a.m. to 2 p.m. Dec. 1, the day before the 17th annual Massachusetts Conference for Women. Admission is free, but registration is required. (Register here.)

According to a jobs report released Oct. 22, the number of working women fell in September 2021 for the first time since December 2020. Bloomberg News observed: “The decline was a major driver behind a slowdown in overall job growth in the country.”

The Dec. 1 virtual career fair is open to all people seeking employment.

The Massachusetts Conference for Women is part of the Conferences for Women, the largest network of women’s conferences in the United States. SOURCE: [HTTPS://WWW.MACONFERENCEFORWOMEN.ORG/](https://www.maconferenceforwomen.org/)



Massachusetts Maritime Sees Workforce Opportunities In Biotech, Life Sciences Industries

Massachusetts Maritime Academy in Buzzards Bay, a top-ranked university with seven undergraduate degree programs focusing on science, engineering, technology, math and business that blend academics and experiential learning, hosted an in-person career fair on its Buzzards Bay campus on Sept. 30.

Massachusetts Maritime Academy had more than 120 businesses and organizations present. In addition to the mainstay industries typically present at previous MMA career fairs, this year’s event featured many organizations focused on the biotech and life sciences industries. Participating organizations included 42 North Solutions, LLC, Thermo Fisher Scientific, Marine Biological Laboratory, Organogenesis, Inc., and Takeda Pharmaceutical Company Ltd., among others.

“The biotech industry is a hidden gem for us in terms of workforce development and training, even though people don’t generally connect that field with the academy,” said Rear Admiral Francis X. McDonald, USMS, president of Massachusetts Maritime Academy. “We do, however, have a large presence in the biotech and life sciences fields, and while it is scientists who perform the research, it is the engineers, health and safety specialists, and emergency preparedness workers who support the industry. Without them, it could not exist.”

The Spring Career Fair is scheduled to take place on April 7, 2022. SOURCE: WWW.MARITIME.EDU

FISHERIES NEWS

CAPE COD COMMERCIAL FISHERMEN'S ALLIANCE



Polito Pays Visit To Chatham Fish Pier

On a balmy fall day, a curious young woman strolling down the road to the Chatham Fish Pier turned and took the stairs instead, heading toward Massachusetts Lt. Gov. Karyn Polito and members of the Seaport Economic Council who were

beginning a tour.

Town Natural Resources Director Robert Duncanson took a moment to thank the visitor for going the safer route. Many people don’t, which is one reason Polito was on hand.

The Baker Administration has supported various initiatives to improve working waterfronts in Chatham, drivers of the blue economy.

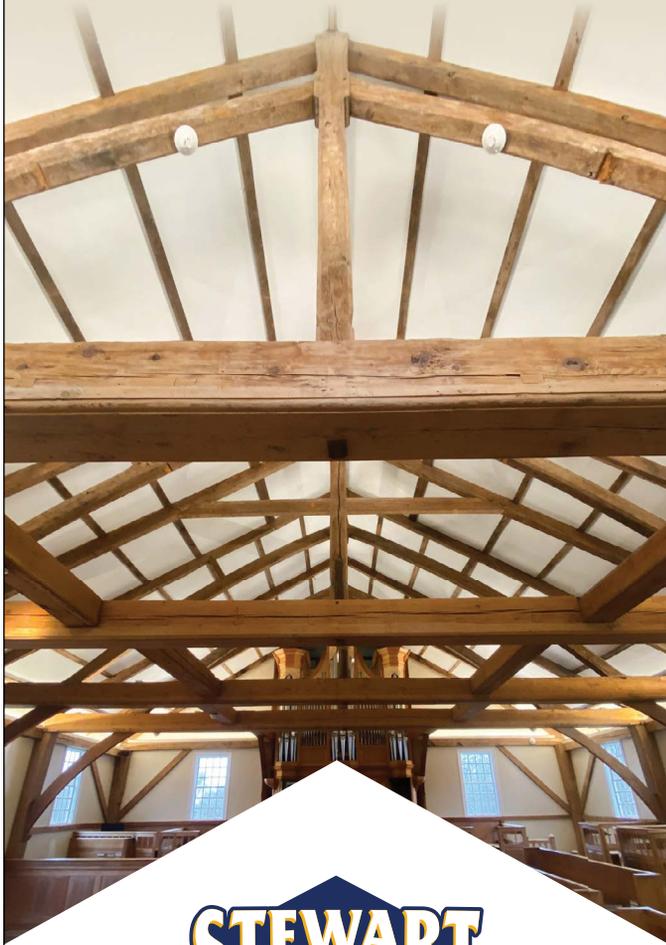
The Chatham Fish Pier not only is a thriving fishing port and the top money-maker on the Cape, it is also a lodestone for tourists.

To protect both activities, the town has undertaken a variety of initiatives. Next up is to expand offloading facilities for commercial boats and create a safe pedestrian sidewalk to keep visitors off the road, avoiding interactions with tractor trailers loaded with fish.

Seaport funding will help make this possible.

“It’s a great little hub right here,” Polito said before buying some clam chowder at Chatham Pier Fish Market and then heading to her next appointment. SOURCE: CAPEODFISHERMEN.ORG

"The West Parish of Barnstable Meetinghouse was built in 1717 and is maintained by the 1717 Meetinghouse Foundation. After extensive research, the Stewart Painting company was hired to paint the interior. We couldn't have been happier with their professional approach to protecting the original interior, preparation and painting. We will definitely call them again."



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 855-465-7782
www.mjspettrainingacademy.com

How did you get into this field?

I've known as long as I can remember that working with animals is my purpose. My interest in dogs led me to learn to groom dogs at a young age. I even began taking grooming clients (mostly family and friends' dogs) when I was a teenager. I had a very special dog named Riley, an English cocker spaniel, who inspired me. Training him and competing with him was a big part of how I dreamed up my business. I did so much with him: trick dog demos, competing, and grooming. He gave me confidence.

When did you start your business?

I visualized this business long before it became possible for me to take this step. I opened my business (2013) on my own in my early 20s and had to work incredibly hard to make it work — seven-day weeks, non-stop. It's wild looking back at how much it has grown; how much I have grown, too.

What is your favorite part about your business?

I enjoy operating a business and working with the people, not just the pets. I know that I am lucky to have figured out what I wanted to do so early and I will never stop working hard to grow what I have. It's not just for me, it's for our team and our clients. I'm willing to put in as much work as possible because this feels like my purpose in life. I feel like I'm programmed to do this. This is only the beginning!

People with their dogs are very different from people without their dogs. I see people with such kindness and love in their eyes as they are working with their dogs. I see the excitement when they train their dogs in something new or are communicating clearly with their dogs. It's truly special. I love helping people and pets. I love giving people a team they can trust with their best friends. That trust is huge. Not every training case is easy and not every training case is under good circumstances but those moments of pure joy between human and animal that I get to be a part of, I think that's the best part.

What pets do you have?

My family of pets includes two standard poodles (Mint is an AKC champion with a trick dog title) and Nelle, and Yuri, an English cocker spaniel, my sweet senior dog. I also own a mini Lop rabbit, who I used to bring to visit nursing homes, and freshwater fish of various kinds. They are my world. 🐾

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



Kelly Wollinger

Wollinger Promoted At The Peabody Companies

The Peabody Companies (www.peabodyproperties.com), a group of property management and real estate firms, has announced that Kelly Wollinger of Lynnfield has been promoted to Senior Property Manager.

In her new role, Wollinger, who previously held the title of multi-site manager, 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.

Wollinger joined the Peabody Companies in September 2020.



Nikki Rickard

The Cooperative Bank Appoints Rickard

Nikki Rickard has been appointed Residential Mortgage Loan Officer at The Cooperative Bank of Cape Cod.

Rickard, of Provincetown, is an accomplished finance professional who brings more than three decades of banking and mortgage experience to The Coop. She most recently served as a loan originator

at Seamen's Bank and had previously held the post of managing partner at Mayflower Mortgage LLC.

Rickard is actively involved with community philanthropic endeavors and local nonprofit organizations including the Provincetown Business Guild and Helping Our Women, a resource center for women living with chronic or life-threatening conditions.

The Coop is finalizing plans to open a mortgage office at Whaler's Wharf, 237 Commercial St. Earlier this year, The Coop established an ATM location on Commercial Street.

Salon Announces New Owners, Name

East Coast Salon in Yarmouth Port has been purchased by current managers Emily Chapman and Lindsay Marceau, who have renamed the business Shear Envy Salon.

Shear Envy Salon is located in Sunflower Marketplace at 923 Route 6A, Suite E, in Yarmouth Port.

For more information, visit www.shearenyvcapecod.com or call 508-362-2128.

Cape Cod Oceanview Realty Sold To Berkshire Hathaway-Robert Paul Group

Berkshire Hathaway HomeServices Robert Paul Properties, a



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division of Commonwealth Realty Group, LLC, has announced the acquisition of Cape Cod Oceanview Realty, one of Cape Cod's premier real estate and vacation rental brokerages.

This boutique real estate company, owned and operated by Jim and Susan Collins, has served the Cape Cod community since 2011.

Commonwealth Realty Group, LLC owns and operates Berkshire Hathaway HomeServices Commonwealth Real Estate and Berkshire Hathaway HomeServices Robert Paul Properties. Combined, the brokerages operate nearly 40 offices, close to 1,000 agents, and a total sales volume of \$3 billion.

New England Wellness Solutions Announces Preceptorship Program

New England Wellness Solutions of Hanover and Weymouth, announces the creation of their Preceptorship Program.

The program will assist students to acquire the experiences and skills necessary to successfully fill their role as a member of the health care team. As a resource person and expert, the preceptor will continue to be available for the students to answer questions and support the students. The program provides mentorship from a trusted colleague who supports the students. The preceptor anticipates the student's needs and concerns and makes themselves available to respond to those needs.

New Language School Opens In Yarmouth

A new language academy has opened in Yarmouth to help the thousands of residents on Cape Cod with limited English skills to overcome this key obstacle to their economic progress.

Cape International Language Academy (CILA) is also offering a selection of small group and private classes in foreign languages, starting with Spanish, Portuguese and German, for the many Cape residents who want to learn a new language for travel or for cultural enrichment. These classes will be offered in conjunction with language-based cultural events beginning later this year.

The first cycle of English as a Second Language (ESL) courses was launched in September.

More information at www.cilacapecod.com



Kirsten Zwicker-Young

Young Honored As Top Woman of Law

Kirsten Zwicker-Young, Esq., a partner at Conn Kavanaugh Rosenthal Peisch & Ford, LLP has been recognized as one of the 2021 The Top Women of Law named by Mass Lawyers Weekly.

This designation highlights outstanding achievements made by exceptional women lawyers. The nominations are reviewed by a panel of previous honorees to identify women pioneers, educators, trailblazers, and role models who have made tremendous professional strides and demonstrated

great accomplishments in the legal field.

Zwicker-Young is an experienced trial attorney whose criminal defense practice evolved into one focused on Family Law after an officer she cross-examined relentlessly at trial later called her to handle his divorce. She now primarily handles cases involving high net worth individuals, complex business evaluations, and unique custody disputes, along with probate litigation such as guardianship, conservatorship, and administration of complex estates.

She chairs the Plymouth County Probate and Family Court Conciliation Program and serves as Vice President of the Plymouth County Bar Association, where she will step into the role of President this December. She volunteers time and resources to the Veterans Administration and mentors young attorneys.

Mid-Cape Home Centers Wins Eight BRICC, Prism Awards

Mid-Cape Home Centers was recently recognized with several awards from two building industry professional organizations.

The Home Builders and Remodelers Association of Cape Cod honored Mid-Cape Home Centers with BRICC Silver awards in Best Logo and Best Marketing Program and Gold awards in Excellence in Kitchen Remodeling and Outstanding Sales Person or Team.

The Builders and Remodelers Association of Greater Boston hosts the Prism Awards. Mid-Cape was recognized with Silver awards in Best Digital Marketing Campaign, Best Ad, Best Marketing Event, and a Gold award in Community Spirit for their fundraising efforts with Cape Cod Children's Place.

"Being recognized among distinguished industry professionals for our competitive design skills and creative marketing programs is enough to make anyone proud, but when the Mid-Cape team as a whole was recognized for Outstanding Sales Person or Team, I was truly honored," commented Mid-Cape President Jack Stevenson. "There is no team that works together more than this one. Nothing you see or do with Mid-Cape is by or because of an individual, everything is because of this team."

For more information on Mid-Cape Home Centers visit midcape.com

Attorneys Named To 'Super Lawyers' List

La Tanzi, Spaulding & Landreth attorneys Brooks S. Thayer, Christopher J. Ward and Lauren Atsalis have been honored as "New England Super Lawyers."

Thayer and Ward were named Super Lawyers and Atsalis was named a Rising Star in the 2021 publication of New England Super Lawyers® in the area of Estate Planning and Probate Administration.

Super Lawyers is a rating service of outstanding lawyers from more than 70 practice areas who have attained a high-degree of peer recognition and professional achievement. The selection process is multi-phased and includes indepen-

dent research, peer nominations and peer evaluations with a final selection of not more than 5 percent of New England attorneys for Super Lawyer selection and not more than 2.5 percent for Rising Star selection.

La Tanzi, Spaulding & Landreth has offices in Orleans, Provincetown and Barnstable.

More information at www.latanzi.com



Jessica Beckman

Beckman Receives ARM® Designation

The Institute of Real Estate Management® (IREM) Boston Metropolitan Chapter No. 4 has announced that Jessica Beckman of Hallkeen Management has earned the Accredited Residential Manager designation.

Beckman is a property manager at Copley Gardens in Rockland, a Hallkeen Management property.

The residential property management certification teaches early-career real estate managers the core competencies to manage residential properties successfully. The ARM designation is widely recognized in the residential property management industry with recipients noted for demonstrating excellence in residential property management.

HardKore Opens New Training Facility

HardKore Athletic Performance Center, which opened an elite, state-of-the-art athletic performance training center for groups, open gym, team training and group rentals at 22 Reservoir Park Drive, Unit 4 in Rockland.

The training center features three separate areas that include a gym, fully separate and enclosed playing field and an area for the Hardkore Performance Testing and offers professionally coached classes. The facility brings the nationally recognized Zybek Sports, the Official Timing System of the NFL and the USA Olympic Teams, to New England.

The gym is equipped with TRX Training and Technogym adaptive running surface treadmills, Power Lift equipment for strength training and weight training and offers Keiser Pneumatic Technology.

More information at <https://hardkoreathletics.com>.

ASICS Falmouth Road Race Raises \$4.75M for Charity

Falmouth Road Race, Inc., organizers of the 49th annual ASICS Falmouth Road Race, one of America's premier running events, helped more than 160 nonprofits to raise \$4.75 million at its August race for Massachusetts-based nonprofit organizations — including \$486,113 for eight Falmouth-based nonprofits — through its Numbers for Nonprofits program.

Compassionate Care ALS, the top Falmouth-based fundraising team, employed a unique approach for their fundraising in 2021. Survivor Fans vs. Bachelor Fans were encouraged to

choose a side to compete on to raise funds for the organization that supports those who are diagnosed with ALS, their families, health care providers, and communities as they navigate the complexities associated with the disease. Former runner-up Chris Lambton from Season 6 of *The Bachelorette* — whose mother Marjorie received help from CCALS — headed up The Bachelor squad, while three-time *Survivor* contestant Jonathan Penner led the Survivor side in honor of his wife Stacy who recently passed away from ALS in January 2021. The CCALS' 111 runners raised \$355,581 to benefit the organization's mission.

Funds raised in 2021 brings the NFNP total to \$50 million raised since the program's inception in 2000.

For more information or to apply for a spot in the 2022 NFNP program, visit www.falmouthroadrace.com.



Noelle Pina

Pina Named Chief Of Staff For Cape Cod Chamber

Noelle Pina has joined the Cape Cod Chamber of Commerce as Chief of Staff. She takes over for outgoing Chief of Staff Chris Adams, who has held that position for 12 years.

Adams will continue as a consultant with the chamber, focusing on the Expedition Blue project and working with the Blue Economy Foundation Board of Directors.

"Noelle brings a great deal of local knowledge and expertise to the position," said Cape Cod Chamber CEO Paul Niedzwiecki. "For years, I've admired Noelle's intellect, diligence and determination. She is a natural leader and a great fit for our team."

A Mashpee resident, Pina is a 14th generation Bahamian who moved to Cape Cod from Nassau in 2010, where she began her career at the One Southcoast Chamber of Commerce. Working with local legislators on policy issues sparked her interest in advocacy and prompted her to start the Southcoast Young Professionals Network and CHOICES, a high school dropout prevention program.

She moved to the Orleans Chamber of Commerce in 2013 as Executive Director. Her major accomplishments include restructuring operations and the dues model, publishing the award-winning *Truly Orleans* lifestyle magazine, managing more than 35 events annually, connecting local owners to statewide advocacy groups and regional legislators, and navigating the chamber through the COVID-19 pandemic. While in Orleans, she completed the U.S. Chamber of Commerce prestigious Institute for Organization Management program and the Tufts University Institute for Nonprofit Practice.

Most recently, Pina was the Marketing and Business Development Manager for Friends' Marketplace in Orleans.

She currently serves on the Mashpee Affordable Housing Committee and on the board of the Homeless Prevention Council. 🏠



Christopher Ellis

Ellis Honored By AHP

Christopher Ellis, Community Health Center of Cape Cod's Director of Organizational Advancement, has been included in the Association for Healthcare Philanthropy 2021 40 Under 40 list.

The 40 Under 40 recognition program celebrates future leaders within the health-care philanthropy community.

Ellis, of Brewster, is responsible for helping to advance the mission of Community Health Center of Cape Cod through fundraising, communications and outreach efforts, including grant writing and reporting, donor cultivation, event planning, strategic planning, marketing and public relations.

He joined the Health Center team in February 2015.

Tomasik Joins Community Connections Board Of Directors

Community Connections Inc., a nonprofit serving people with disabilities throughout Southeastern Massachusetts and Cape Cod, has announced that Dr. Thomas Tomasik has joined its board of directors.

"Raising a child on the autism spectrum, my wife and I understand the challenges that people with disabilities and their families must face every day," said Tomasik. "Community Connections is the perfect organization for me to support because they are helping people with disabilities live a more independent and fulfilling life."

Tomasik holds degrees from Syracuse University and New England College of Optometry. He has been a practicing optometrist at Sheinkopf & Tomasik Eye Care Associates in South Yarmouth since 1999 and became senior partner and owner in 2005.

Field Named CEO Of Cape Wellness Collaborative

Abigail Field has been appointed new CEO of the Cape Cod Collaborative, which provides funding for integrative therapies for people facing cancer on the Cape and Islands.

Field, an experienced nonprofit leader, will succeed Sarah Swain and assume her responsibilities on Oct. 18.

Swain will continue to work with CWC as a volunteer and work with Field as she transitions into her new role.

Previously, Field was associate director at Pleasant Bay Community Boating, where she focused on offering sailing to the Cape Cod community and beyond. Field has extensive experience building partnerships within the community and has helped people of all ages increase their quality of life through sailing.

In addition to her work in nonprofit, Field is a classical pianist and has been a member of several chamber ensembles. She stud-



Abigail Field

ied with the New York Institute of Photography and the Institute for Integrative Nutrition.

Acella Construction Team Raises \$12,970 For Rodman Ride

Acella Construction Corporation of Pembroke raised \$12,970 for the recent Rodman Ride for Kids.

Team Acella was among the dozens of teams from throughout the region participating in the 29th annual ride, which, since 1991, has raised more than \$145 million for youth-focused nonprofits and the children they serve.

Participants in the 25- and 50-mile noncompetitive cycling tour included Acella President David Dirubbo, team captain, and Scott Brash, Darla Brooks, Nick Costa, Todd Gainey, Ryan Klebes, Ryan LaVangie, Jay McGilvray, Saul Schrader, Jillianne Tripp and Marcin Zebrowski.

Barnstable Clean Water Coalition Receives Pilot Watershed Grant

Barnstable Clean Water Coalition was recently awarded a five-year, \$750,000 Southeast New England Program Pilot Watershed grant from the Environmental Protection Agency.

As one of four recipients for this new grant program, the coalition will receive \$150,000 a year to advance their efforts to restore 56 acres of cranberry bogs at the headwaters of the Marstons Mills River to a natural wetlands system. An estimated 40 percent of the excess nitrogen load for Three Bays Estuary transits these cranberry bogs.

This grant award will fund design, permitting and a portion of the implementation of the cranberry bog restoration. The restoration will be designed to maximize the ability of the system to reduce nitrogen pollution and transport downriver to the Three Bays estuary. The project seeks to provide a model for restoring water quality in other degraded areas throughout Cape Cod and New England.

Cape Cod Hospital Receives \$10M Gift

Cape Cod Hospital has received a \$10 million charitable donation from the Edwin Barbey Charitable Trust, Cape Cod Healthcare Foundation announced. The gift is the single-largest contribution in the hospital's history.

Peter and Pamela Barbey of Hyannis Port believe their donation will hopefully create programs to help Cape Cod Hospital reach more people and provide more comprehensive oncology and cardiac care for the community.

The gift will help fund a new tower at Cape Cod Hospital that will host expanded cardiac and oncology medical services. The first two floors of the tower will "redefine cancer care" on the Cape by creating more access, enhance protocols and help recruit the best physicians and staff. The cardiac floor will provide care for patients following stent procedures, as well as aortic and mitral valve replacement and repair.

Yarmouth Chamber Presents Awards

The Yarmouth Chamber of Commerce hosted their 59th Annual

Meeting and Awards Dinner on Oct. 20, at Cummaquid Golf Club in Yarmouth Port.

SCORE for the Cape and Islands was named Business of the Year and the Citizens of the Year award was presented to Robert Nash and Lauren Wolk of the Cultural Center of Cape Cod.

Christina Dunham, Axion Business Technologies, was named the new president, taking over from Tom Nickinello, Route 28 Diner.

The chamber acknowledged outgoing board members Emily Davis, Chatham T Co., Kristina Dittmer, The Optimist Café, Adam Dupuy, Ardito Law Group, Amy Neill, Art Fluent, and Crystal Weinert, Coastal Medical Transportation Services, LLC. New members Brett Husak, Flow Payments, and Shane Skinner, {DEVADiGM}.

Harwich Fund Awards Grant To Prevent Teen Addiction

The Harwich Fund of The Cape Cod Foundation has awarded \$1,500 to Behavioral Health Innovators to underwrite a one-of-a-kind speaker series for students at Monomoy Regional High School to help them understand and circumvent addiction.

The specific goals of the program are to teach students about the teenage brain and the biology of addiction, the problems of self-medication with substances and ways to avoid substance use.

Stephanie Briody launched Recovery Build APG (Alternative

Peer Group) two years ago in partnership with Duffy Health Center of Hyannis. It is built on a model of very successful alternative peer groups in Texas, where licensed professionals and recovery coaches offer real life experiences and ways to handle the challenges of substances, peer pressure, depression, anxiety and other stressors common to this age group.

To date, The Harwich Fund has awarded almost \$10,000 to non-profits serving Harwich residents.

To donate to The Harwich Fund, visit harwichfund.org or send a check payable to The Harwich Fund to The Cape Cod Foundation, 261 Whites Path, Unit 2, South Yarmouth, MA, 02664.

NeighborWorks Names Simpson

Emily Simpson of Somerville has joined NeighborWorks® Housing Solutions, a leading housing service provider in southern Massachusetts, as the organization's new resource development associate.

In this role, Simpson assists the resource development director in advancing the goals and objectives of the development department and its long-term strategy. Her responsibilities include assistance with event planning, donor data management, direct mail and communications, and all marketing and fundraising activities for the agency.

Prior to joining NeighborWorks Housing Solutions, Simpson was the database and social media manager for Oasis – A Haven for Women & Children in Paterson, N.J. 🇺🇸

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OCES

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508-584-1561
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Stats

Total number of employees: 246
Annual revenues: \$57.7 million
Year established: 1974

Mission

The mission of OCES is to support the independence and dignity of older adults and individuals with disabilities by providing essential information and services that promote healthy and safe living.

Geographic Area

ASAP Service Area – Abington, Avon, Bridgewater, Brockton, Carver, Duxbury, East Bridgewater, Easton, Halifax, Hanover, Hanson, Kingston, Lakeville, Marshfield, Middleboro, Pembroke, Plymouth, Plympton, Rockland, Stoughton, Wareham, West Bridgewater, Whitman;
Volunteer/AFC/PCA Service Area – greater Plymouth County

Leadership



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BOARD PRESIDENT



Nicole M. Long, LICSW
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HEALTH SERVICES

Outer Cape Health Services

710 MA-28, PO Box 598, Harwich Port, MA 02646
Tel: 508-905-2800 · outercape.org
communications@outercape.org

Stats

Total number of employees: 200
Year established: 1987

Mission

To provide a full range of healthcare and supportive social services that promote the health and well-being of all who live in or visit the ten outermost towns of Cape Cod.

Geographic Area

Yarmouth to Provincetown

Funding

Donations, Special Events and Bequests, Patient Service Revenue, Grants and Program Revenue

Leadership



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ECONOMIC DEVELOPMENT



This former mill, dating back to 1881, was renovated into the new headquarters for Design Mark Industries in New Bedford.

Design Mark Relocates To New Bedford

Design Mark Industries has relocated its headquarters from Wareham to New Bedford.

The company is a leader in providing engineering-based solutions for production of precise user-interface technologies such as membrane switches, graphic overlays, rubber keypads, functional die cuts, control panel assemblies, custom plastic labels, and more.

Design Mark, which employs 64 people, made the move in part as a result of its continued growth and expansion. Its previous building was approximately 17,000 square feet; the new building,

a renovated former mill dating back to 1881, is approximately 42,000 square feet. The new location is at 22 Logan St.

"We are constantly striving for ways to improve our processes and service to our customers," said Renaud Megard, president and CEO. "By expanding into this new facility, we will have additional room to grow with our customers and to continue to bring in technologically advanced equipment that will allow us to expand our product offerings, which will help to keep our customers ahead of their competition."

Cape Cod Toy Library Receives Development Funds

MassDevelopment has awarded a \$10,000 grant to the Cape Cod Toy Library, which will use funds to transform the underutilized backyard at Hyannis Public Library into the Outdoor Play Oasis.

By providing a stage, garden areas, benches and several play features, the Outdoor Play Oasis aims to serve as a family-friendly destination that will inspire residents and visitors to spend time in downtown Hyannis, visit shops and restaurants, and support local economic recovery.

The Cape Cod Toy Library will also crowdfund this fall, with donations being accepted at bit.ly/3lHNYLx. If the organization reaches its \$40,000 goal it will receive an additional \$40,000 matching grant from MassDevelopment.

The funds are awarded through MassDevelopment's special Commonwealth Places COVID-19 Response Round: Resurgent Places, which was made available specifically to assist local economic recovery efforts as community partners prepare public spaces and commercial districts to serve residents and visitors.

Mayflower Fund Aims To Boost Workforce, Economic Development

Mayflower Wind and the SouthCoast Community Foundation have announced the future creation of The Mayflower Fund – a significant commitment to workforce and economic development that the offshore wind developer will pursue if it is successful in the Massachusetts offshore wind procurement process now underway.

The company will devote between \$27 million and \$47.5 million to the Mayflower Fund, depending on the size of the contract awarded, to build inclusive, equitable, and diverse employment, training, and supply chain opportunities related to the offshore wind industry in the Southeastern Massachusetts region. The future Fund will be managed by the SouthCoast Community Foundation and will be focused on efforts identified by key voices and institutions from across the region – leveraging and boosting federal, state, and municipal economic development efforts already in motion.

The Mayflower Fund economic development activities and investments, underpinned by diversity, equity, and inclusion principles, will span the Community Foundation service area which includes Greater New Bedford, Greater Fall River, Southern Plymouth County, and in total 41 cities and towns across four counties of Southeastern Massachusetts. 🏡



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MENTORING

How Women Can Take Charge Of Their Success



By Jean Mojo

We hear it all the time from women. Why would anyone buy from me? Use my service? Visit my restaurant when there are so many really good ones out there?

Ask any woman in business—a super high percentage feel that by being the CEO, the owner, the top manager, they are imposters

impacting how they manage, how they market and importantly, how they price their products/services (usually way too cheap). It's not good...and we all have it!

We devalue our worth in business. We think we're not qualified for jobs, honors or recognition. Ladies: we are way too hard on ourselves and this doesn't go away unless we change.

Start today:

1. Make a list of your strengths in your daily life, your job, your business. It might be education or experience. It might be your undying energy. It is why you are good at what you do. Note: it's probably much longer than you'd think.
2. Spend a lot of time refining your Value Proposition (what do you offer that is better, different than anyone else in the marketplace). Maybe you do have a similar product but your value is your level of service or ambience that is unparalleled. It may be a skill or years of experience you bring to the business (go back to your list). Define the Value Proposition for your business and let it guide your decisions.
3. Remind yourself every day why you are good. New York Times writer Jessica Bennett ("How To Overcome Imposter Syndrome," June 2021) recommends saying aloud something like "I am incredible" and even add your name to it: "Jessica—you are amazing." Never lose sight of you and your strengths. Say it enough and you will live it.
4. Alert: perfection can cause paralysis. Too often a woman tells us she is not ready to move ahead (with what is an incredible plan, by the way)—everything isn't perfect yet. Women dwell on perfection, afraid to move ahead if it's not up to our standard of perfection. You know what? It's okay to be a work in progress—it gives you the chance to learn and to refine. Go for it, knowing how much better your business will be.
5. Own your achievements. Women humbly say they succeeded because they worked hard or had good luck. Men highlight their intelligence or their aggressiveness—they take credit. Hey girl! You succeeded because you're smart, you have the skills and you did it. Own it!

Make the decision to recognize your value and you will soar. It will impact everything you do with your business and your happiness. It's all yours. 🧱

Jean Mojo owned a marketing services agency in New York City and worked in product management and advertising for Fortune500 companies. She mentors at WE CAN and SCORE and teaches marketing at Boston College. For more information about free and confidential small business mentoring visit <https://capecod.score.org>



Sara Kohls

Attorney, Owner

The Law Offices of Sara J. Kohls

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After serving as a Law Clerk to the Justices of the Superior Court of Massachusetts, including in Barnstable County, and working for law firms on Cape Cod, Sara started her own law practice in Yarmouth Port in 2021.

In addition to her professional work, Sara invests significant time in volunteer leadership roles on Cape Cod. Sara is currently the Board President of CCYP, a member of the Barnstable County Bar Association



Board of Directors and a member of the Town of Yarmouth's Finance Committee. She co-founded and is Past President of the Barnstable County Bar Association's Young Lawyers Division.

Sara has recently been recognized as a 2021 Massachusetts Rising Star by Super Lawyers. She is a 2017 recipient of a Cape & Plymouth Business Media "40 Under 40" award and a 2018 recipient of a CCYP Board Member of the Year Award.

Sara lives in Yarmouth with her husband and 3-month-old son.

What is one lesson you learned from starting your own Cape law practice?

I learned to rely on my connections and to ask when I needed help. My connections in the legal field were all incredibly supportive and immediately began to refer business to me. They were also there for me as mentors as I experienced the growing pains of opening my own practice. The Barnstable legal community is very welcoming and supportive of one another and it makes it a joy to practice here.

CCYP has also been an irreplaceable asset to me in my career, connecting me to other local professionals who have helped me launch and grow my own business. I did not have to go further than the CCYP board when I was starting my practice. I already had a marketing expert, a bookkeeper, a banker and a CPA who were all one phone call away when I had any questions.

What areas of the law do you focus your practice on?

Criminal defense and civil litigation. As part of my criminal defense practice, I serve as a Bar Advocate in Barnstable County, representing indigent criminal defendants. I also handle civil matters in district, superior, housing and appeals court.

In what ways have Cape volunteer leadership opportunities contributed to your personal and professional growth?

I have become a better listener. When in a leadership role, there are often a lot of competing ideas and voices that have different positions from mine. Through leading I learned that it is important to listen – and understand and accept that the answer might be different than what I originally imagined. 🧩

CCYP strives to shape the Cape's future as a vibrant, diverse, and resilient region by providing the next generations of Cape Codders with opportunities, training, programs, and resources to connect, engage, advance, and lead. Learn more at: www.capeodyoungprofessionals.org

Celebrate Employees With A Holiday Party



By Debra Catania

The holidays are a superb time of year to celebrate your employees. Show them how much you value and appreciate their efforts by throwing a party that will be the talk of the office. Check out this guide that highlights the most important tasks for planning the event of the year.

Ask For Opinions

Send an email to employees to take a quick poll before you start the planning process. Ask your employees what their preferences are for food, drinks, music, games, etc. This way you can plan an event that suits their tastes and that they will truly enjoy. Having a clear plan will also help you stay on budget.

Book Your Venue Early

An out-of-office event is a wonderful choice for your holiday party. A neutral location is not only more exciting and generates interest in the party, but it will also help your employees to relax, open up, and enjoy themselves.

Book your venue as soon as possible to secure the perfect location. It's best to pick an early date to increase attendance and avoid conflicts with holiday plans.

Choose A Theme

A lighthearted theme can take your holiday party to new heights. Find something that resonates with your team, one they can have fun with. Use your theme to plan your color scheme and decor. Keep the details a surprise, but let everyone in on the general theme so they can prepare accordingly.

Be Inclusive

Keep in mind that not everyone is religious or celebrates the same holidays. Don't leave anyone out by focusing on one particular holiday. Instead, make it a seasonal celebration that everyone can be comfortable participating in.

Make Time for Employee Recognition

Plan to give a brief speech that focuses on thanking your employees for all the hard work they did throughout the year. You can hand out personalized cards or small gifts as a thoughtful gesture.

Focus On Food and Drink

Excellent food and plenty of drink choices are some of the cornerstones of a good party. Always choose a caterer that has the skills and experience to handle your group size. Remember to stress the importance of responsible drinking if you include alcohol at your event. 🧩

Debra Catania is vice president of Catania Hospitality Group, based in East Sandwich, which includes The Cape Codder Resort and Spa, The Dan'l Webster Inn, The John Carver Inn, The Hearth N' Kettle, Beach Plum Spas.

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Achieve Cost Savings Through An MPS



By Ray Belanger

The last 18 months have put business owners through the ringer on a variety of fronts, with renewed emphasis on trying to run a business as efficiently as possible in a challenging economy. More than ever, business owners are reviewing their operating costs to make certain that their budgets are “lean and mean.”

Mention “cost savings” to the average business owner and you’ll rarely hear it said, “One area where I’d really like to save money is on my printing and document generation costs.”

Yet, significant cost savings and efficiencies can be achieved through a Managed Print Services (MPS) program.

The How And Why Of MPS

Many businesses spend 3 percent and in some cases more of their annual revenues on document output or related costs, even in this day and age where we are trending more towards paperless work environments. Included in those costs, often, is using a higher-paid IT team to provide “break and fix” services for copiers and printers. Healthcare institutions, banks and credit unions are several industries that come to mind in speaking of large printing budgets.

But all businesses can benefit significantly. As an example, a business with \$5 million in annual revenues has an anticipated document generation/printing budget of \$150,000 on average. A properly-implemented MPS program can save that business between 10 percent and 15 percent of its costs, or between \$15,000 and \$18,000 annually. For companies and organizations with larger revenues, the savings are even more significant.

Ideal for medical centers, hospitals and physicians’ offices, as well as for financial institutions and real estate practices, managed print services (MPS) have taken the fast track in the document solutions industry and with good reason.

MPS looks at per-page cost as its bottom line, in contrast to the final price point of office equipment. It evaluates all costs associated with leasing/owning and using printing and imaging equipment, including maintenance and ongoing support. This should be of particular significance for facilities with multiple locations or satellite offices. Print management software tracks the number of prints each piece of equipment uses and produces reports that help manage for increased efficiencies.

There is great availability of fairly inexpensive desktop printers, copiers and multifunctional devices at virtually every office supply company and “big box” store, and it can be tempting to purchase these for printing needs. But when the cost of replacing cartridges is added to the mix, that \$179 printer which is a bargain from a purchase price point of view can end up costing 7 cents or more per page. And with many businesses now using

color when copying, it becomes even more critical to have current technology that allows the control and management of usage. In essence, MPS provides an audit of document generation costs and equipment efficiency.

That big box \$179 printer might be fine for short and occasional print runs whereas a unit with lower page-page costs should be the go-to for large in-house print or copy jobs.

To that point, an MPS program begins with an initial in-depth analysis of the existing printer fleet. Are these printers being used efficiently? It further evaluates current costs, operational bottlenecks and IT department time spent on printer and copier repair and maintenance. An evaluation will summarize and document all data and operational costs of the existing equipment fleet. It will provide potential opportunities to consolidate and standardize. Print management takes that “bigger picture” approach of examining all phases of document generation, from the cost of the equipment and supplies through any necessary service support. Most importantly, it helps organizations to take an objective look at the amount of internal IT resources it is using to support its users printing equipment.

A Print Management Program can:

- Identify current and anticipated printing requirements
- Provide consolidation/standardization opportunities
- Provide substantial cost savings
- Reduce or eliminate internal IT department printer support
- Identify opportunities for process improvements
- Eliminate need to inventory supplies
- Create visibility to all related expenses and usage

An important component of an MPS system is an in-place tracking software program that enables the provider to monitor clients’ systems remotely, alerting them to potential mis-feeds or low toner, thereby averting work stoppage.

And, in this time of increasing attention to environmental concerns, an MPS program “checks the environmentally-friendly box.” MPS is an effective mechanism to reduce waste, recycle paper, ink and other resources. It is a “green” document solutions approach that is cost effective and can also lower the carbon footprint of a business.

While an increasing number of companies now look to MPS as a business tool that can save thousands of dollars, the majority have not yet come to realize the extent of this valuable business resource.

An MPS program is a necessary step forward in a changing industry allowing for a facility’s increased efficiency and reduced stress for its staff. And doesn’t it make good business sense to have to have the most efficient and secure means of generating documents? 

Ray Belanger is President/CEO of Bay Copy, based in Rockland. More information at www.baycopy.com



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FEATURE STORY

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Restaurant Ownership Fulfills A Couple's Dream

By Ann Luongo

Becoming the new owners of a successful, harborside restaurant in Plymouth, one with a killer view, was not even a question for Lori Luciani. She had left Nantucket and a solid upper-management job when she made the decision to get back into the restaurant business.

She and her spouse, Kim Hardy, who met on the island in the hospitality industry, both saw a great opportunity and decided to take it. Their dream had been to own their own restaurant.

"Having friends who owned Surfside Smokehouse made it the perfect place [for me] to start as their general manager," said Luciani. "When the opportunity to become owners was presented, with it being a seasonal restaurant with the best view in Plymouth, it was a no-brainer to purchase."

With such a wide variety of restaurants in Plymouth, the couple has made their mark at their 14 Union St. location, not only with its amazing view, but with a varied menu, live entertainment and creative cocktails, not to mention the mouth-watering barbecue and impressive brunch choices.

"We are the only smokehouse in downtown Plymouth," said Luciani. "We use the freshest seafood and ensure the highest quality of meats. Quality is our number-one priority, with both our food and our specialty cocktails."

Hardy and Luciani designed the new menu with input from guests, employees and chef Steve Dickson, who worked for the previous owners. A raw bar and fresh seafood are staples. Specific customer favorites include burgers, salmon tacos, kielbasa meat "candy," the tuna poke bowl and brisket firecracker.

"Being Italian, I grew up cooking with my nana and mom and always loved when people enjoyed a meal we created," said Luciani. "It continued with my parents opening a pizza and deli that I worked in alongside them, and continued with a breakfast, lunch and dinner spot. Those were the best days, working with my mom and dad, and now I get to work along with my daughters. Once you are in the restaurant business, it never gets out of your bloodline. Meeting Kim, whose background is also hospitality, was a perfect match, as her attention to detail and service brings us to a higher level."

Today's restaurant industry continues to face challenges, and Surfside Smokehouse has felt it, as well. Staffing, supply and costs continue to be a challenge. The owners, however, consider themselves fortunate.

"As everyone has been dealing with [these issues] the last couple of years, we are still one of the lucky restaurants, as our core kitchen staff and front of the house have been with us for the last



Kim Hardy and Lori Luciani

“Becoming a family with our team, working through the tough times and celebrating our success with them is as rewarding as it gets.” Lori Luciani

four years,” said Luciani. “But finding the additional kitchen help this last year was a difficult task. With the supply chain being stressed, dealing with keeping our inventory was a challenge, also.”

In the height of the busy season, Surfside Smokehouse employs around 50 people. In the shoulder season, they have a core of 20 team members. They plan to hire more staff in the spring.

When they’re not creating an awesome dining experience for their patrons, it’s all about family, sports and sun – if not in that particular order.

“I was a long-time coach and love sports of any kind! We love family, the beach, St. Martin and the Red Sox,” said Luciani. “When we talk football, there is a difference of loyalty, as Kim is an Eagles fan and I am a hometown supporter. We love our two rescue dogs, Olive and Winnie, and are blessed with our Surfside Smokehouse family!”

Despite any challenges, Hardy and Luciano agree that every day is a great day, with meeting new customers and creating friendships with the guests that have been with them since the beginning.

“Our vision is to continue with the surf and smokehouse concept by providing the best service, quality and hospitality that we feel is our strength,” said Luciani. “Becoming a family with our team, working through the tough times and celebrating our success with them is as rewarding as it gets. Without them, we are just another restaurant; with them, we can create a top-notch dining experience.”



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Encore Construction's First Woman Owner Embraces New Role

By Carol K. Dumas



Being a woman in the male-dominated construction industry has never deterred Kathy DeMeyer from advancing in her career.

In July, DeMeyer was named the new owner and CEO of Encore Construction, where she has worked for the past 19 years, starting as an office manager.

According to Constructech, only 13 percent of construction companies are women-owned, and even less women-owned construction companies on Cape Cod.

A native of Stoneham, DeMeyer and her husband moved to Cape Cod in 1985 and owned a convenience store in Brewster for many years. They sold the business when her husband became ill. "After that I went to work for a friend who was a builder and when he retired I worked for an engineer in a temporary position" she recalls. "I wanted to take my time, to find the right fit."

It turned out that construction was that good fit, as the many moving parts to the business — scheduling, permitting, bookkeeping, project management, and working with subcontractors and homeowners — suited her natural organizational skills. Being outdoors and visiting construction sites was also appealing.

"I don't have great building skills, but I took courses to learn how things went together," she says. She worked for a builder for five years and obtained her Construction Supervisor License.

"When I applied to work as an office manager at Encore [19 years ago] they told me I was overqualified!" she says with a laugh. A week later, she was promoted to Production Manager and then General Manager before becoming the owner this past July.

"I'm happy to see that a business I started 26 years ago has flourished into a successful remodeling company," said Encore founder Dale Nikula. "And with Kathy as the new owner and CEO, I am confident Encore will continue to offer our clients the

service and workmanship that they expect from us."

Challenges

Creating a work-life balance is a challenge for any working woman, no matter what industry, and DeMeyer, who is a mother of two adult sons, is now caregiver to her father.

"Life-work. Always a balance," she reflects. "I am the primary caregiver for my 94-year-old father living with me in another part of the house. I do, luckily, have some help from a friend but that balance is always a challenge. Just like having children and work, they need your attention as well."

In her early days as a construction manager, she felt the sting of sexism when she went to pull a building permit at various town halls.

"I'm sorry, but the construction manager has to do that," she was told.

"I am the construction manager," she would inform the building department secretary, which raised eyebrows.

Even today, some inspectors can be patronizing, but DeMeyer is more amused by their attitudes, instead of resentful.

"Some of the older inspectors try to test me, and see how much I know," she says.

DeMeyer is obviously pleased that more women are in the construction industry since she started nearly 30 years ago.

"We've come a long way. I think it's because the guys have become more accepting of us, especially the younger guys," says DeMeyer.

Professional organizations within the industry are also actively encouraging more women to enter the field.

In 2017 DeMeyer was elected and installed as the first woman Chapter President of the Eastern Massachusetts National Association of the Remodeling Industry (EM NARI), now called the Professional Remodeling Organization of New England. She represented over 200 members during her term.

"To be respected in that position meant a lot to me," she says.

Wearing Many Hats

Encore is a busy remodeling company, based in East Dennis, focusing on projects from Eastham to Mashpee. The compa-

ny has 13 full-time employees and employs countless subcontractors, many of whom have worked for the business for decades.

"We typically have 13 jobs going on at a time," DeMeyer says. "I love remodeling. There's nothing better than a before and after. It's my passion."

The company opened an office in Sudbury for a few years, after many of their seasonal Cape Cod customers asked them to work on their permanent residences. "I worked up there two to three days a week," DeMeyer says.

Eventually, Encore decided to focus solely on Cape Cod. "I felt that was necessary and that we needed to focus on quality serving our core market."

Business has been even busier since the pandemic as more people worked from home and seasonal properties became full-time residences.

As owner and CEO, she is in the office more, but she still visits the job sites to make sure projects are running on time and smoothly. She feels that it shows accountability coming from the top level of the company, something that resonates with clients.

Despite her busy schedule, she finds time mentoring women at WE CAN and serves on the construction advisory board at Cape Cod Regional Technical High School. She also serves on the board of the Home Builders and Remodeling Association of Cape Cod. She is Immediate Past President of the Dennis Chamber of Commerce.

Becoming the owner and CEO of Encore has been a seamless transition for herself and the employees, most of whom she hired.

"I knew everything about the business and had been through its growing pains," she says. "I knew all the financials, the processes. I am honored to be leading Encore into its next generation of growth. We have a great team and our clients see that outcome in each project that we design and build for them." 🧱

Dorothy Savarese

Top Woman In Banking & Community



"I am honored to be named this year's Woman of Impact by Women United, a group I have long admired. The Women United have undertaken critical work in our community by supporting the needs of our youngest community members, and which affects more than just parents. A strong framework for early childhood care and education is a basic necessity for the economic strength of a community," said Savarese. "We have seen over the past year and a half just how important quality childcare is to empower women with the opportunity to reach for their own goals."

Cape Cod 5 Chair & CEO Named to Most Powerful Women in Banking List

This year's Keynote Speaker for Enterprising Women is Dorothy A. Savarese, Chair and CEO of Cape Cod 5, who has been named one of the 25 Most Powerful Women in Banking by American Banker, an honor she has earned for 10 consecutive years.

Honorees are recognized for their professional achievements, their influence in the financial services industry, the strength of the institutions they serve and their ability to find new opportunities amid the pandemic and recovering economy. Among Savarese's accomplishments, American Banker highlighted Cape Cod 5's ongoing commitment to Diversity, Equity and Inclusion in all aspects of its business, as well as several ways the bank has demonstrated leadership in the area of environmental stewardship. Both of these efforts have long been cross-cutting goals for the bank.

"I attribute this recognition to the strength and reputation of Cape Cod 5, which each and every one of our employees has worked together to build," said Savarese. "It is an honor to be considered among this list of accomplished women and represent Cape Cod 5 as a purpose-driven, leading community bank that is committed to the financial health and wellbeing of our customers, communities and employees."

Savarese's roles at the federal, regional and state levels were also featured, including her appointment to a second term as president of the Federal Reserve Board's Community Depository Institutions Advisory Council in 2021. American Banker highlighted how the council has played an important role in helping the Federal Reserve understand the impact of the COVID-19 pandemic and response programs such as the Paycheck Protection Program, through which Cape Cod 5 enabled over 3,700 businesses to secure more than \$318 million in critical funding.

Community Commitment

Cape Cod & Islands United Way also honored Savarese this year with its Woman of Impact award presented Sept. 22 at the Power of the Purse gala, hosted by Women United of the Cape and Islands United Way.

This award is given annually to women leaders who do extraordinary work to positively impact the lives of others in the community, business, cultural or political sectors.

Savarese, well known for her community support efforts at Cape Cod 5, was recognized at the United Way's annual gala on Sept. 22.

"As a business leader, Dorothy's philanthropic support and commitment to helping families and children thrive in our region reflect the goals and mission of Women United of the Cape and Islands," said Pam Cundall, co chair of Women United. "We are pleased to recognize her contributions as a champion of our causes and projects."

Savarese has served as a leader on a number of regional and national boards, including current roles as president of the Federal Reserve Board's Community Depository Institutions Advisory Council and a board member of the Cape Cod Climate Change Collaborative, and past roles on the boards of Cape Cod Community College and the Cape Cod Chamber of Commerce. She has received numerous awards for her commitment to community banking as well as for her philanthropic endeavors.

Security

Social Engineering And Cyber Attacks



By Paul Forni

Most people think cyber attackers use elaborate techniques and cutting edge technology to “hack” (or trick) people into divulging their sensitive data or downloading the attacker’s malicious software (malware) onto their devices. Truth be told, most cyber attackers have learned that the easiest ways to steal your information, hack your accounts, or infect your systems is by simply tricking you into doing it for them using a technique called social engineering.

What Is Social Engineering?

Social engineering is the psychological manipulation of a victim to get them to do something they shouldn’t. Think of scammers as con artists. Today’s technology makes it much easier for any attacker, anywhere in the world, to pretend to be anything or anyone they want.

Today’s cybercriminal has a number of tools at their disposal and they may vary their attacks based on what they think will work best. The three different methods are phishing, pretext phone calling and physical breach attempts.

Phishing is when a cyber criminal uses an email to trick someone into opening an infected email attachment, clicking on a malicious link, or giving up sensitive information. Spear phishing emails can be highly customized and targeted attacks. This is when the attacker has done research on you (or the organization you work for) and has included information within the email to add to their credibility. Lastly, attackers may impersonate a high level employee within your company, called masquerading or CEO fraud.

Learning to spot phishing emails does not have to be difficult. There a number of warning signs to look for:

- Grammatical errors and/or misspelling in emails
- Questionable “from” email address, you do not recognize the sender
- Questionable links embedded in the email
- Content plays on base emotions
- Content plays on natural curiosity
- Questionable subject lines in email
- Body of email is not directly addressed to you, i.e. “Dear

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- Threat to discontinue or interrupt services;
- Promises of awards or prizes

Pretext Phone Calling or Vishing is when a cybercriminal contacts you via telephone while impersonating someone else, like a government agency, an online retailer, or even a family member.

You receive a phone call from someone claiming to be from the IRS informing you that your taxes are overdue and if you do not pay right away, you will be fined or arrested. Callers use a sense of urgency, threats, or promises of awards/prizes to either get money or personal information from you.

Both phishing and pretext phone calling attacks are not limited to phone calls or email; they can happen in any form including text message, social media, or even in person. A good rule of thumb is to never divulge account numbers or personal information unless you are the person that initiated the phone call.

Physical breach attacks are when the cybercriminal physically attempts to gain access to sensitive documents, your computer,

“A good rule of thumb is to never divulge account numbers or personal information unless you are the person that initiated the phone call.”

or computer networking. An example is if a technical or utility worker arrives unannounced and tells you that they are there to investigate or fix a problem with a utility or service you may subscribe to. Dumpster diving is when a criminal goes through trash looking for discarded documents that may contain sensitive information. It is important to shred documents like credit card statements, bank statements, or anything else that contains sensitive information.

In closing, become educated about social engineering and stay informed on what the most recent events/themes that criminals are using to trick people. If you suspect someone is trying to trick or fool you, do not communicate with the person and block them from calling or emailing you. Remember, common sense is your best defense. 🏠

Paul Forni is a vice president, Information Security and Red Flag Officer, with The Cooperative Bank of Cape Cod. Learn more at mycapecodbank.com or call 508-568-3400.

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The Law At Work

Preparing For Vax, Testing Mandates

By Catherine M. DiVita



Note: This article went to press before OSHA's emergency temporary standard was released. Check www.massemploymentbizlit.com/blog for updates.

On Sept. 9, 2021, President Biden announced a plan that would require all employers with 100 or more employees to mandate vaccination or weekly testing for its workforce. The Occupational Safety and Health Administration (OSHA) will issue an emergency temporary standard (ETS) in the coming weeks. We've put together a six-point plan to help businesses prepare for compliance.

1. Determine Whether Your Business Is Covered

The ETS will cover all private employers with 100 or more employees. Businesses who hover near this threshold should begin counting their workforce. OSHA has indicated that the headcount will apply to each company as a whole, not just a particular office or job site. All full-time, part-time, and temporary employees should be counted. If your headcount fluctuates above and below the threshold, a safe approach would be to assume that the ETS applies.

Private employers with fewer than 100 employees should keep an eye on changes to federal, Massachusetts, and local laws. Vaccination may already be required for certain types of employers, such as federal contractors, state and city governments, healthcare organizations, or nursing homes.

2. Survey Employee Vaccination Rates & Views

Knowing how many employees are vaccinated will inform your compliance strategy. If, for example, your business only has a dozen unvaccinated workers, weekly testing may be a viable option. On the other hand, a business with hundreds of unvaccinated workers might not be able to handle the administrative burden or cost of weekly testing.

Workplace morale and retention is also a consideration here. How do your employees feel about vaccination and testing? Would they quit if required to get vaccinated, but are willing to get tested? Will they refuse to get tested? An anonymous survey may provide helpful insights.

3. Decide Whether to Allow Weekly Testing Instead of Vaccination

This choice is highly dependent on your organization's budget, capabilities, and culture. Consider the logistics of weekly testing. Will your business sponsor on-site testing? If not, where will employees go for testing? The hours, availability, and locations of convenient test sites should be confirmed. What about at-home



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test kits? Think about the lead time needed for employees to get negative results before they need to work. Understanding the different types of tests – rapid tests (which yield same-day results but may be less accurate) and polymerase chain reaction (PCR) tests (which are more accurate but take days for results) – will be important.

The ETS will likely address some of these issues, but it would be wise to start thinking about options for your business now.

4. Decide How to Handle Time Off for Vaccination or Testing

Employers will likely be required to provide paid time off (PTO) for employees to get vaccinated and recover from any side effects of the vaccine. The ETS should clarify whether employers can require employees to use existing PTO. However, employers should start thinking about how to handle time off now.

If a testing option is offered, the time spent getting tested may be compensable under wage and hour laws. In Massachusetts, “working time” is time when an employee is required to be on an employer’s premises or any other location. If employees are required to get tested at a particular location and time, their time getting tested (and travel expenses) may be compensable.

5. Develop A Plan for Collecting, Storing Information

Employers will need to keep documentation showing their compliance with the ETS, which may include proof of vaccination and/or weekly test results. Employers are required to keep this information – and all employee medical information – confidential and separate from personnel files.

Employers should have a system for updating the list of vaccinated employees and keeping track of test results. Employers must also be prepared to accept and evaluate requests for religious and disability accommodations. Does your business have forms for this purpose? Ensure that all key personnel are trained on how to handle requests, in what timeframe, and the best practices for doing so.

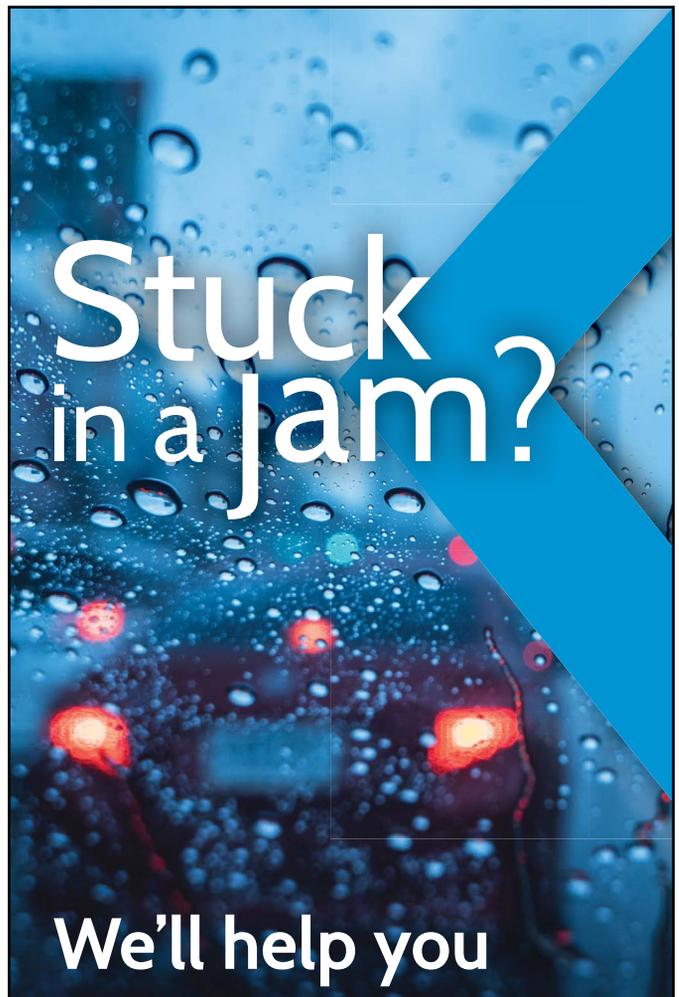
6. Draft Or Update Written Policies

Businesses should have a written COVID policy that follows guidance from OSHA and the CDC. The policy should address issues such as whether testing will be offered as an alternative to vaccination, who will pay for testing, where and when testing will be offered, how to submit documentation, how to request an accommodation, and consequences for failure to comply. Employers may want to notify employees of the impending ETS now to allow them extra time to get vaccinated.

Businesses will be well-positioned for compliance with the ETS by taking these steps now. Further guidance on the ETS will be posted on www.massemploymentbizlit.com/blog when it is released. 📧

Catherine M. DiVita is an employment law attorney at the Boston law firm of Conn Kavanaugh Rosenthal Peisch & Ford LLP.

This column is intended as a general discussion of the topics covered and does not constitute the rendering of legal advice or other professional advice by Conn Kavanaugh Rosenthal Peisch & Ford LLP or its attorneys.



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WE CAN: A Success Story For Empowering Women

By Lisa Guyon



Each year, I attend the Cape & Plymouth Business Enterprising Women conference and read, cover-to-cover, the edition of the publication dedicated to Enterprising Women. I am always left in awe of the incredible leadership women provide in our community across all sectors

from small businesses to our largest employers to non-profit and civic organizations. I am inspired by the stories of women who lead with incredible business acumen and a spirit of entrepreneurship that is matched equally by their commitment to give back to our community and mentor and empower others.

The definition of enterprising is “to be marked by an independent energetic spirit and by readiness to act.” This definition certainly defines our leaders and our region and rings true when the tide is rising but more importantly when it is ebbing. We are fortunate to have strong and experienced organizations such as our local chambers of commerce, Cape Cod Women’s Association, SCORE, and Amplify POC Cape Cod supporting women in business in our community especially during these extraordinary times. The challenges of COVID-19 have continued to disproportionately impact women as they juggle the ever-changing responsibilities of work, family and financial obligations. As women continue to rise to the challenges, our community stands strong to support them — something we should all be incredibly proud of.

At WE CAN (Women’s Empowerment through Cape Area Networking), we are celebrating 20 years of empowering women on Cape Cod. Since 2001, our organization has delivered on our commitment and mission to empower women with unique services that inspire hope and bring increased opportunity, stability and self-sufficiency to their lives. Our programs are powered by the generosity of hundreds of working women and men who volunteer their time and the individuals and businesses who philanthropically support our work.

Our volunteers, many working and leading in our community and featured in this edition of Enterprising Women, share their

personal experiences and professional expertise by providing the women we serve with free and confidential legal advice, employment and career support, financial counseling, mentoring, and business support.

Each year, we serve more than 2,000 women in our community who are our neighbors, mothers, sisters, aunts, employees and employers. We empower women with the support and tools to achieve positive lasting change for themselves and their families and that leads to increased self-confidence and independence and fosters community connections.

We offer a program called GROW (Get Results with Others’ Wisdom) designed to help women entrepreneurs and business owners strengthen their business as a pathway to achieve financial stability and self-sufficiency. GROW is one of fastest growing programs at WE CAN, reflecting that entrepreneurship is alive and well on Cape Cod. Nearly 100 women have graduated from GROW since its inception and all have benefited from the peer support they receive from other women in the program and facilitation by volunteers who have achieved incredible business success in their own lives.

From architects and health and wellness practitioners to bookkeepers and artists, the program is steeped in a long held value at WE CAN – our collective effort is used to accomplish individual goals. Over the last year, the women we have served through

all of our programs have demonstrated incredible resilience, commitment to move through the challenges, a willingness to adapt and change, and an enterprising spirit. The results have been extraordinary for some, challenging for many and worth it for all.

I am proud, as we all should be, by how our community is continuously strengthened by the generosity, mentoring, networking and support that we provide each other. As I read this year’s edition of Enterprising Women cover-to-cover again, I will be drawn in by the entrepreneurial and energetic spirit that permeates our community and inspired by the commitment we all have to helping others achieve success and well-being. 🧩

Lisa Guyon is Executive Director of WE CAN, based in Harwich. For more information visit <https://www.wecancenter.org/>



“We empower women with the support and tools to achieve positive lasting change for themselves and their families and that leads to increased self-confidence and independence and fosters community connections.”



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