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## CHAMBER BUSINESS MONTHLY

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# CHAMBER BUSINESS MONTHLY

A monthly publication of the  
Hilton Head Island • Bluffton Chamber of Commerce

# MONTHLY FEBRUARY 2009

## Get Down to Business EXPO



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An Evening to Remember!



HILTON HEAD ISLAND • BLUFFTON  
CHAMBER OF COMMERCE

## SERIOUS NETWORKING AT BUSINESS EXPO 2009

From emerging entrepreneurs to our region's largest employers, Business EXPO covers the full spectrum of our regional business community. All industries will be represented at one of the largest business to business marketing events in the Lowcountry.

The Hilton Head Island-Bluffton Chamber of Commerce presents Business EXPO 2009 with presenting sponsor Hilton Head Regional Healthcare. The two-day event will be

held February 11 and 12 at the Westin Hilton Head Island Resort & Spa.

Many successful business executives and owners say that networking is their number one way of generating new leads and helping their business grow. Networking can lead to new clients, business ideas or solutions and future business growth.

This year's EXPO is sizing up to be bigger and better than ever, with more space for vendor booths covering nearly

18,000 square feet and an extended EXPO After Hours on day one. More than 2,000 people are expected to make contacts, gather leads and network at the event.

"I'm going to Business EXPO primarily for the potential exposure that I may not get ordinarily, says David Randall, owner of Fastframe. "When only seven percent of the population will likely walk in your door, you've got to do some thing extra."



Presenting Sponsor:



## EXPO AFTER HOURS

EXPO After Hours is an integral part of the networking that goes on at Business EXPO. Starting at 5 p.m. on both days, there is an opportunity to exchange industry news, make new business contacts and more. Comparing issues and exchanging ideas can benefit all business owners.

EXPO After Hours is sponsored by Hargray Communications and Palmetto Electric. Admission is \$10 and includes beer, wine and heavy hors d'oeuvres. Chefs promise another outstanding menu.

### Wednesday, February 11

EXPO After Hours: 5 - 7:30 p.m.

Sponsored by Hargray and Palmetto Electric

### Thursday, February 12

Noon-5 p.m.

Free admission and open to the public

EXPO After Hours: 5 - 7 p.m.

Sponsored by Hargray and Palmetto Electric



## EXPO SEMINARS

Seminar Presenting Sponsor:



Informative seminars are another great reason to attend Business EXPO. There are great opportunities to learn more about managing your business and improving the bottom line.

### Health Insurance and the New Administration



BlueCross BlueShield of South Carolina is the seminar sponsor for Business EXPO 2009. George Johnson, VP of Federal Affairs for BlueCross BlueShield of South Carolina will give a presentation on the climate of healthcare with the new Obama administration. Johnson is one of the leading public relations, health policy and public affairs professionals in the U.S.

The healthcare seminar is free and will be held at the Westin Hilton Head Island Resort & Spa at 1:30 p.m. Thursday. To register, contact Anna Cauthen at [events@hiltonheadisland.org](mailto:events@hiltonheadisland.org), subject line: BC/BS Seminar.

### Developing Leadership



As part of the Executive Leadership Series, the chamber's Leadership Alumni will host Elizabeth Conklyn, executive vice president of People Services for USAA. She will present ideas on developing leadership knowledge, skills and competence. She will also address the challenges business leaders face in tough economic times and offer insight into leading through change.

Before joining USAA, Conklyn worked for General Signal Corporation, Mobile Telecommunications Technologies and IBM Corporation.

USAA is a member-owned financial services firm known for its extraordinary commitment to customer service and its enduring financial strength.

These will be held Thursday, February 12. Registration begins at 11:30 a.m. with lunch served at 11:45 a.m. The cost to attend the luncheon is \$20 per person. RSVP to [events@hiltonheadisland.org](mailto:events@hiltonheadisland.org), subject line: leadership Seminar

## CHAMBER HONORS COMMUNITY LEADERS AT ANNUAL BALL

The community celebrated an elegant evening with the Hilton Head Island-Bluffton Chamber of Commerce at its annual ball. More than 500 people attended the black-tie gala at the Hilton Head Marriott Resort & Spa.

The ceremony focused on six deserving award winners and their contributions to the regional community.

**Bluffton-Hardeeville Member of the Year:**  
**Former Bluffton Mayor Hank Johnston**

**Zonta Woman of the Year:**  
**Cinda Seamon**

**Alice Glenn Doughtie Good Citizenship Award:**  
**David Ames**

**Outstanding Organization Award:**  
**Alzheimer's Respite and Resource**

**Small Business of the Year:**  
**ServPro of Beaufort County, owner: Justin Neumann**

**The Sue West Educator of the Year:**  
**Anne Eddy, Hilton Head Christian Academy.**



*Dan Holland, president of CoastalStates Bank, the evenings video presentation sponsor with Pam Cooper and Susan Ketchum.*



*Ball Signature sponsors Elizabeth Lamkin, CEO of Hilton Head Regional Healthcare and Michael Gottdenker, CEO of Hargray at the podium with Bill Miles.*



*Chamber Board Chairman John Vann presents the Alice Glenn Doughtie award to David Ames.*



*Chamber President and CEO Bill Miles makes his surprise entrance via Segway.*



*State Representative Richard Chalk and his wife Mae enjoyed dancing at the Chamber Ball.*

## HILTON HEAD ISLAND HOSTS GOVERNOR'S CONFERENCE

More than 500 leaders from the state's number one industry will be in town this month for the Governor's Conference on Tourism & Travel. The conference will be held February 17-19 at the Westin Hilton Head Island Resort & Spa.

For more than forty years, industry professionals have gathered across the state for seminars, workshops, networking opportunities and informative social functions. Participants represent a wide variety of backgrounds including destination management organizations, regional tourism associations, accommodations, attractions, advertising agencies, media and more.

The chamber is hosting the closing reception with musical entertainment, Lowcountry cuisine and Hilton Head Island hospitality at Harbour Town in The Sea Pines Resort. The chamber will also network with industry professionals at an exhibit booth at the conference.



*Molly Thomas, Kim Rushing South and June Hayward of CoastalStates Bank cash in on networking at Business After Hours.*



## HILTON HEAD ISLAND NOTED READERS' CHOICE

Readers of *Southern Living* Magazine rank Hilton Head Island tops in two categories of the Readers' Choice Awards. Hilton Head Island ranks in the top five for having the Best Beach. The magazine features a synopsis of the beach towns' personalities, noting climate, local cuisine and festivals. Hilton Head Island also ranks in the top ten for Best Family Destination.

Each year *Southern Living* readers voice their opinion about their favorite travel destinations across the South. The Readers' Choice Awards were presented in the January 2009 issue. *Southern Living* is published by Birmingham, Ala.-based Southern Progress Corporation and has a circulation of more than 2.5 million.

## HILTON HEAD ISLAND MAKES "THE A LIST" ON SAVVYMOMMY.COM



Hilton Head Island is among only three destinations chosen by savvymommy.com as a favorite vacation spot in "The A List." The award-winning parenting website is viewed by 4.5 million visitors each month.

Victoria Pericon, the site's publisher, is also a spokesperson for several corporations, as well as a consumer and lifestyle correspondent for television and radio. She has been seen on the nationally syndicated morning show, *The Daily Buzz*, and VH1's *The Fabulous Life of Celebrity Kids*.

*Savvymommy.com* was inspired in 2002 by Pericon's search for the best baby products on the market. The site only lists recommendations of products and services that Pericon has actually used and does not feature advertising.

## AREA EVENTS MAKE TOP TWENTY LIST

Two Hilton Head Island events have been named in the Top 20 Events by the Southeast Tourism Society for Winter 2009. *The Hilton Head Island Gullah Celebration* and the Hilton Head Island International Piano Competition were selected through a nomination process. The Top 20 Events publication is sent to over 1,600 newspapers, magazines, radio stations, TV stations, AAA publications and others.

The Southeast Tourism Society promotes leisure travel, sustainable tourism and the importance of the travel industry in 12 Southeastern states.

**Hilton Head Island Gullah Celebration**  
February 1-28  
877-650-0676 • www.gullahcelebration.com

**Hilton Head International Piano Competition**  
March 2-9  
843-842-5880 • www.hhipc.org

## MEMBER SPOTLIGHT



## Coastal Fun Info, LLC

P.O. Box 2056  
14D Johnston Way  
Bluffton, SC 29910  
B.J. Frazier  
(843) 422-2321

Coastal Fun Info, LLC is based in Bluffton Village and produces several publications including *The Bluffton Sun* and *The Sun City Sun* community newspapers, *Coastal Sport & Wellness* magazine, *Best Savannah Restaurants* guide and the soon to be launched *Living Green Times*.

President and Publisher, B.J. Frazier, praises his exceptionally talented group of associates for the company's continued growth and success. "With only a handful of full-time employees, we work with dozens of quality freelance and part-time writers and columnists, distribution specialists, graphic designers, photographers and others to produce quality, niche publications that circulate throughout the Lowcountry and Coastal Georgia."

Frazier formed the company more than three years ago, after a 37 year career in New England newspapers, and is "having a lot of fun!" His only regret is that he



from left to right: Barbara Weisner, VP of publishing, *Coastal Sport & Wellness*, Rebecca Walters, editor of *The Bluffton Sun* and *Sun City Sun*, B.J. Frazier, president & publisher, Jan Frazier, director of operations, Laura Catanese, office manager/photographer

# CHAMBER EVENTS

## FEBRUARY

- 5 Bluffton Marketing Committee  
9 a.m., ; Bluffton Town Hall
- 6 Government Relations Committee  
8 a.m., ; chamber headquarters
- 11 Business EXPO 2009 EXPO After Hours  
5-7:30 p.m., ; Westin Hilton Head Island Resort & Spa
- 12 Business EXPO 2009 EXPO After Hours  
noon-5 p.m., Free  
5-7 p.m., ; Westin Hilton Head Island Resort & Spa
- 20 Arts & Cultural Committee  
9:30 a.m., ; chamber headquarters
- 25 Executive Connection  
4:30-6 p.m., ; The Jazz Corner
- 27 Bluffton-Hardeeville Business Council luncheon  
Noon, ; Hampton Hall Clubhouse  
Guest Speaker: Sonny Dixon, WTOC News Anchor

## MARCH

- 5 Home & Villa Committee  
8:45 a.m., ; chamber headquarters
- 6 Government Relations Committee  
8 a.m., ; chamber headquarters
- 18 Accommodations & Attractions  
10 a.m., ; chamber headquarters
- 19 Business After Hours  
5:30-7 p.m., ; Tradition Hilton Head

For more information on these or other events, go to [www.hiltonheadisland.org](http://www.hiltonheadisland.org).

## NEW MEMBERSHIP HIGHLIGHTS

### Focus Unlimited

Julie Chalpan  
4043 Bent Willow Drive  
Lilburn, GA 30047  
www.focusunlimited.net

Focus Unlimited is a 12-year old, full service, public relations firm specializing in media relations, writing and special events. They also provide graphic design, website design and show production.

### Taste of Portugal

David Reis  
1304 Fording Island Road, Ste. E  
Bluffton, SC 29910  
Nreis91382@aol.com

We are a Portuguese restaurant dealing with authentic Portuguese food and spices. We have a great atmosphere and crew!

### Picked For You

Sandra M. Long  
5 Wilmington Island Court  
Bluffton, SC 29910

For more than 7 years, we have designed and delivered delightful gift baskets for all occasions to individuals and businesses. The designs include fresh plants in containers and personalized baskets which are unique, color-coordinated and feature local and Lowcountry products.

## CHAMBER PROFILE

Joy Shine Sharp  
Marketing Manager



Sharp was born in Jacksonville, FL but raised on Hilton Head Island—attended Hilton Head Elementary, McCracken Middle School, and graduated from the HH Christian Academy. She earned her degree in English at Clemson University.

### What are your main responsibilities at the chamber?

My main responsibilities are managing the Visitor & Convention Bureau's leisure marketing and media programs. I manage all media buys, ad production, VCB collateral projects and newsletter/epromotions; and I assist in writing the annual marketing plan and grants.

### What is your favorite thing about working for the chamber?

I love working for the Chamber because I have the privilege to market one of the most beautiful vacation destinations in the country. When we produce a beautiful ad or brochure, I am reminded about how blessed I am.

### What is one of the more unusual things you've accomplished that wasn't in your job description?

Several years ago, I gave a presentation to a USCB Hospitality class about destination marketing and about my job at the chamber.

### How else are you involved in the community?

I enjoy freelance writing and have written for local publications and I love cooking and entertaining. More recently, I've enjoyed being a new mother and discovering all the resources the Island offers families...from support groups at our hospital to places like The Sandbox and The Island Playground. Scott and I are thrilled to raise our son here.

## WHO'S WHO AND WHO'S WHERE



**Kathy McCauley** joins Atlantic Community Bank as a teller at the bank's Sheridan Park location. McCauley is from Destin, Florida and has prior banking and customer service experience.



**Ken Robinson** joins the Town of Hilton Head Island Fire & Rescue as a firefighter with Station 5. Originally from Florida, Robinson spent 23 years in the Army. He graduated from the SC Fire Academy with the prestigious Maltese Cross Award for student leadership.



**Julian Walls** has been promoted to the position of facilities manager with the Town of Hilton Head Island. Walls will direct the overall management of Town properties and facilities to ensure proper maintenance and operation.



**Peter Janura** is a new firefighter/EMT for The Town of Hilton Head Island Fire & Rescue. Janura has a degree in Fire Science from Harper College in Palatine, IL. He is assigned to Station 5.



Bishop Thompson, general manager of Walmart, delivers a generous donation of \$ 2,500 to Janie Treon for Project Connect to grant teachers' wishes for classroom supplies.



A crowd packed Business After Hours in January, held at Station 70 in Bluffton's Sheridan Park.

## SUCCESS STORIES



Despite the frequency of negative headlines in economic news, the chamber is finding success stories among our membership. These businesses are leveraging opportunities during challenging economic times.

### Sign D'Sign

As the economic challenges became more apparent, Sign D'Sign owner Mitch Evans and the sales team held a collaborative meeting to develop a strategy. Sales manager Sean Congleton says the company focused on the core, keeping in touch with current customers and earning repeat business from loyal customers.

"We also have been open to barter and trade if a business has services that we can use," Congleton says. Sign D'Sign has been able to advertise in a local magazine in exchange for signs. Congleton also says they've been using email blasts, one of the least expensive forms of advertising available.

Their combination of strategies has worked. Sign D'Sign finished 2008 up in sales over 2007.

If you have a success story of how your business is finding opportunities or new ways to meet economic challenges, share them with us. Email [laguiar@hiltonheadisland.org](mailto:laguiar@hiltonheadisland.org).



## MEMBERS MAKING NEWS

### The Technical College of the Lowcountry

has been awarded almost \$90,000 by the U.S. Department of Agriculture to create a rural business hub. The hub will be supported by the Lowcountry Small Business Coalition that consists of members from TCL, local governments, business organizations and other community leaders including the chamber of commerce.

### The Hilton Head Island Celebrity Golf Tournament

distributed \$150,000 to children's charities after their annual Labor Day weekend event. The event has now raised more than \$4 million since its inception.

### Randy Jeffcoat Builders, Inc.

was named the "2008 Builder of The Year" by the Hilton Head Area Home Builders Association. They also garnered four 2008 Lighthouse Awards given by The Hilton Head Area Home Builders Association.

### Friends of the Rivers

and founder Nancy Shilling were honored with a conservation award from the South Carolina Wildlife

Federation. The annual "Water Conservation Award" was presented at a banquet in Columbia last month. This statewide honor was based on the impressive role in educating local citizens, elected officials, municipal staffs and state and federal agencies about the special water quality protection needs of our Beaufort County ecosystem.

### Nexsen Pruet partner Molly Hughes Cherry

has been named to the Board of Directors of the South Carolina Women's Lawyers' Association. Cherry concentrates her practice in the areas of employment and labor law and is certified as a specialist in employment and labor law by the South Carolina Supreme Court.

### Thomas & Hutton Engineering Co. employees

recently completed various certifications for the state of South Carolina. Marcus Cope, Leann Kolb and John Pellenz passed the Principles and Practice of Engineering exam. Jason Cox and Nancy Frasure Hopper passed the Principles and Practice of Surveying and Ryan Oliver

passed the Fundamentals of Engineering exam.

### Sea Pines Resort and Resort Rentals of Hilton Head Island

have formed an alliance to advertise and promote the vacation rental business on Hilton Head Island. Together they will work to solidify Hilton Head Island's position as the premier east coast vacation destination and to expand into the international marketplace.

### Cora Bett Thomas Realty

associates continued a ten-year holiday tradition of supporting SAFE Shelter's Adopt-A-Family program, which assists families affected by domestic violence. During the holidays, the agents gave time, gifts and monetary help to a family of four.

### Colleton River's Single Malt Society

raised \$33,200 for two area charities, the Boy's and Girls Club and the Marine Corp Scholarship at an annual Christmas party. The society members bid on donated bottles of fine and rare single malt scotch.

### Tidelands Bank

has accepted \$14.4 million as part of the Treasury Capital Purchase Program. Tidelands Bancshares Inc., parent company of Tidelands Bank, met the criteria and was selected to participate in the program which seeks to support well-managed banks that will help stimulate credit flow in the economy.

### Long Cove Club

recently launched its new interactive website [www.longcoveclub.org](http://www.longcoveclub.org). Besides information on the community, general site visitors may access fact sheets, site maps and the Architectural Review Board guidelines and procedures.

### Tradition Hilton

**Head** has joined with the **Beaufort-Jasper Water & Sewer Authority** to provide the water utility's first water reuse service for residential irrigation. While BJWSA has been a leader in reusing reclaimed water for irrigation of commercial areas and golf courses, Tradition Hilton Head is its first residential reuse project.

## MEMBERSHIP RENEWALS

### 30+ YEARS

Adventure Inn Resort & Rentals  
McNair Law Firm P.A.  
Vagabond Cruise  
Kinghorn Insurance Services, Inc  
Robinson Grant & Co., PA

### 20-29 YEARS

Southeastern Commercial Management  
Novit & Scarminach P.A.  
Smith Barney, Citigroup

### 15-19 YEARS

Riedel Computer Services, Inc.  
Epperson - Service Experts  
Wealth Enhancement & Preservation of SC, LLC  
River Street Riverboat Co.  
Island Fudge Shoppe  
Boys & Girls Club of Hilton Head  
Reba Management, Inc.  
Community Management Services, Inc.  
Volunteers in Medicine Clinic  
Discover Tours

### 10-14 YEARS

OpenVision, Inc.  
Mortgage Network of South Carolina  
Pregnancy Center & Clinic of the Low Country  
H&H Auto Service Inc.  
Barbershoppers of Hilton Head  
Hilton Head Christian Academy  
Mail Box & Shipping Center, Inc.  
The Sanctuary  
A Floral Affair, Inc.  
Hilton Head Shell  
Hilton Head Financial Advisors, Inc.

### 4-9 YEARS

Smith Galleries, Inc.  
Brooke's Bed & Biscuit  
Chavis Moving & Storage Company/United Van Lines  
Schulze Eye & Surgery Center  
Unity Church of Hilton Head Island  
Belfair Dental Care - Steven M. Miller, D.D.S.  
Lowcountry Plastic Surgery  
Berkeley Hall Club  
Queen Chapel AME Church  
RC Jones, CPA, LLC  
BB&T- Branch Banking & Trust of SC

Designs by Judi

D.R. Horton, Inc.

Willie J. Rice, Photographer

D'Brook & Company

Island Cruisers

Weichert Realtors Coastal Properties

Pearle Vision

A2Z Express

Resort Rentals of Hilton Head Island

Atlanta Bread Company

Superior Cleaners

Rug Decor

Ocean Woods Landscaping Co., Inc.

Interior Motives

The Wilson Group

Honey Baked Ham Co. and Café

Tobacco Road

Hilton Head Aquatics-H2A

Sea Shack

Savannah's Talking Tours on CD & Cassette with Map

SouthernScapes Landcare

R.A. Dextraze & Associates

Mister Label, Inc.

### 1-3 YEARS

Palmettoes, Inc.

Gilman Floors

Classic Home Care/Stevens Two Inc.

Fleming Creative Group

Rosco Industrial Supply Co., Inc.

Grant's Mini Mart

Low Country Mediation

Garrell Associates, Inc.

Campbell Business Products

NuBarter

BP BARBER

Ann Kiewiet at Dunes Marketing Group

Discovery Map of Hilton Head

Tidewater Hospice

Shelly Hutchinson Photography

Richard Cleaveland

The Tent Factory

Physical Therapy Center

RCH Construction, Inc.

ABC Vacation Rentals

Six Oaks Perpetual Care Cemetery



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