

CHAMBER BUSINESS

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

MONTHLY

JUNE 2010

Filling our Tourism Bucket

Let the Season Begin



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HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

HOW VISITORS CHOOSE HILTON HEAD ISLAND

The chamber's recent Visitor Profile study research offers detailed information on who's visiting Hilton Head Island, where they come from and other demographic data. It also delves deeper into the motivations of travelers, how they decide on a destination as well as why some didn't choose to visit our area. Marketing the destination involves targeted, research-based planning. Knowing who our visitor is and what motivates them helps the chamber plan how to best support and enhance our area's number one industry in a targeted and effective way.

Visitor Profile: Their travel journey



INSIDER PROGRAM GOING STRONG

The chamber's Hilton Head Insider program for visitors continues to grow. More than 2,800 people signed up to become a Hilton Head Insider during the month of April. It brings the number of Hilton Head Insiders to more than 71,000.

Hilton Head Insiders enjoy exclusive incentives on everything from unique dining and spa treatments to golf and tennis packages, beach and bike rentals, entertainment and more.

Chamber members are offering Insiders nearly 100 perks and special offers on www.hiltonheadinsider.org.



Members who want to offer a perk or special package to Hilton Head Insiders can contact Joy Sharp at jsharp@hiltonheadisland.org.



ANOTHER BATCH OF SWEET TEA SUCCESS

The chamber's Visitor and Convention Bureau once again partnered with several Southern destinations this spring for a "Sweet Tea" campaign targeting drive market visitors. The chamber partnered with Savannah, Amelia Island and Charleston to attract affluent visitors in the Atlanta, Charlotte and Jacksonville markets.

The Sweet Tea campaign includes two-page ad spreads in the Georgia and North Carolina editions of *Southern Living* magazine for the month of April. The media buy also included web listings and a dedicated, targeted email to subscribers.

The campaign is wrapping up an online media blitz this month.

Sweet Tea is being featured on several news source web sites in Atlanta, Orlando, Jacksonville and Charlotte. The total expected impressions will top 3 million.

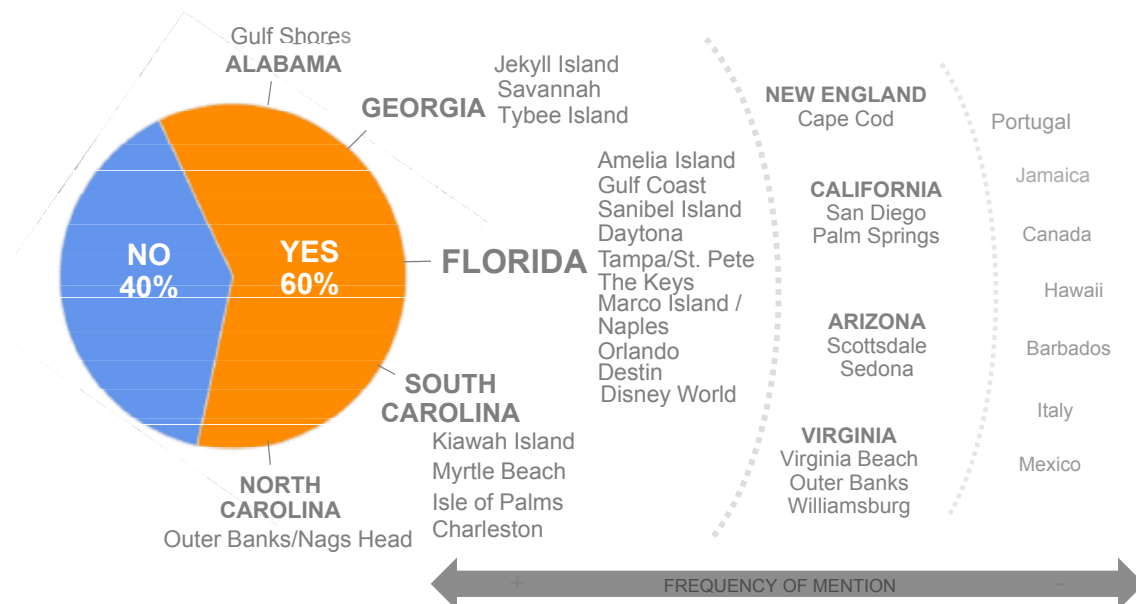
Last year's sweet tea campaign resulted in over 10,000 potential visitor inquiries.

Sweet Tea Getaways

<i>Magazine Impressions</i>	<i>1.5 million</i>
<i>Online Impressions</i>	<i>3.2 million</i>

Visitor Perceptions: Other places they considered

Q: Before deciding to visit the Hilton Head Island area, did you consider any other destinations?



CHAMBER WINS COMMUNICATIONS AWARDS

The chamber has been recognized by The American Chamber of Commerce Executives (ACCE) in the 26th annual Awards for Communication Excellence (ACE).

The Membership Directory and *Relocation Guide* have garnered an "Excellence" award in the special publications category, the highest level bestowed. The publications feature information about the chamber and the benefits of membership, as well as relocation information.

The 2009 State of the Region event was also recognized in the campaigns and programs category for its use of live audience response, survey technology and live Twitter feed.

The Membership Directory and *Relocation Guide* are eligible for the Grand and Best of Show awards that will be presented later this summer.



WELCOME CENTER BASKET WEAVERS' WORK CHOSEN FOR SMITHSONIAN



Two sweetgrass basket artists who introduce Island visitors to Gullah culture are being honored by having their work exhibited in the Smithsonian Institution in Washington, D.C. Michael Smalls and Daurus Niles display and sell their artwork at the chamber's official Welcome Center.

Smalls and Niles are two of only five artists to have a piece selected for a new exhibition at the Smithsonian. "We were very excited and honored to be chosen," says Daurus Niles. The artists will take part in a reception and opening at the Smithsonian on June 22nd and 23rd.

Niles describes her chosen piece as a chip and dip tray that is functional as well as artistic. "It was made of long reef pine needles, sweetgrass and bull

rush that grows near the marsh," Niles says. "It is a very beautiful reddish brown color that is only available for about a month of the year."

Smalls and Niles are distant cousins who were taught basket weaving as children by their great-grandmother. "There's not very many of us on Hilton Head Island who do this," Smalls says. Smalls describes his chosen piece as an angel vase. But he often works on traditional pieces, such as the fanner baskets once used by slaves to husk rice.

"Michael and Daurus are an integral part of the Welcome Center," says Sylvia Richie, Welcome Center manager. "Their beautiful baskets are usually the first glimpse that visitors have of the uniqueness of the Gullah culture."

Visitors and residents can watch Michael Smalls at work at the Welcome Center, Monday through Friday, from 9 a.m. to 3 p.m. Daurus Niles stops in frequently and her work is featured on display and for sale.



Michael Smalls

Sweetgrass basket weaving is a craft that originated in Sierra Leone, West Africa and was brought to the Lowcountry by enslaved African people. Basketry was used in the harvesting of the rice crops. Fanner baskets that look like large round trays were used to shaft the rice (clean off the husks.)

BUSINESS AFTER HOURS IN BLUFFTON

NHC Healthcare invites chamber members to a special Business After Hours to tour their new facility in Bluffton. There will be great food, complimentary beer and wine, and chances to win great prizes.



**Beaufort Jasper
Active Adult
CHALLENGE**

As a charity partner of the event, learn more about the Beaufort-Jasper Active Adult Challenge coming in October later this year.

Business After Hours will be held Thursday, June 17 from 5:30-7 p.m. The cost to attend is \$10 for members and

\$20 for nonmembers. As a courtesy to our host, RSVP to events@hiltonheadisland.org. Members who RSVP will be entered in a special drawing.



Executive Chef Nick Unangst from Skull Creek Boathouse/SERG Group filming a "Catch of the Day" episode for "Nuts and Bolts Fishing," a Fox Sports South show coordinated by the chamber.



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Whether you're building a new house or renovating an existing home, clean burning natural gas is your environmentally friendly energy choice. Natural gas appliances not only make everyday life better, they're cost-effective to operate, generally last longer and require little maintenance. In addition to the actual environmental benefits of lower emissions, plus high-energy efficiency, more than 80% of the natural gas used in the U.S. is domestically produced.

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www.comfortableresponsible.org



www.sceg.com/value

Small Business Day

More than 250 members joined us for Pork in the Parking Lot on Small Business Day at the Chamber. Barbeque lunch was provided courtesy of the chamber, The Smokehouse and Sam's Club.



CHAMBER EVENTS

THANK YOU...

To The Smokehouse and Sam's Club for sponsoring Pork in the Parking Lot.

To the presenters of Small Business Day seminars; Dixon Schwabl, June & Associates, Dept. of Labor, Licensing and Regulation, Nexsen Pruet, and Small Business Assistance Corporation.

To Hilton Head Rentals & Golf for hosting the chamber staff on Daufuskie Island for an informational tour.

To Haig Point for assisting with visiting PBS broadcast journalist Terry Hesser.

To the Westin Hilton Head Island Resort & Spa, FACES Day Spa, Aqua Grille & Lounge, Skull Creek Boathouse, LowCountry Nature Tours and H2O Sports for assisting with visiting journalists from About.com, *Upscale* magazine and *Atlanta Parent* magazine.

To Jim 'N Nicks for catering the 2010 Jr. Leadership class graduation.

To the Junior Leadership Board of Trustees for a job well done: Linda Warnock, Dr. Tom Conner, Leah Arnold, Dr. Mary Polite, Mike Sanz, David Carter, Tina Webb-Browning, Cindi Reiman, Row Deaton, Gary Mauer and Joel Delph.

To Susan Baldwin of the Hilton Head Garden Club and her group of ladies for taking care of the wildflowers and butterfly garden at the Welcome Center for the past 10 years.

JUNE

- 2 Leadership Hilton Head Island-Bluffton**
Class of 2010 Graduation
5:45 p.m. ; Bear Creek Golf Club
- 4 Government Affairs Committee**
8:00 a.m. ; Chamber Headquarters
- 10 Arts & Cultural Committee**
9:30 a.m. ; Chamber Headquarters
- 17 Business After Hours**
5:30-7:00 p.m. ; NHC Healthcare, Bluffton

JULY

- 15 Business After Hours**
5:30-7:00 p.m. ; Port Royal Clubhouse
- 21 Accomodations & Attractions Committee**
10:00 a.m. ; Chamber Headquarters
- 28 Meetings & Conferences Committee**
8:00 a.m. ; Chamber Headquarters



More than 350 people attended the Hilton Head Island-Bluffton Chamber of Commerce's Hurricane Forum & Expo 2010 with keynote speaker Dr. Steve Lyons of The Weather Channel.

From left: Chamber Board Chairman David Tigges; Dr. Steve Lyons, The Weather Channel; William Winn, Jr., Beaufort Co. director of Public Safety; Paul Rasch, Hilton Head Island Emergency Management coordinator; and Bill Miles, chamber president and CEO at the Hilton Head Island-Bluffton Chamber of Commerce's Hurricane Forum & Expo 2010.

WHO'S WHO AND WHO'S WHERE



Dr. Bert Garrett joins Bluffton-Okatie Primary Care as a board certified family practitioner. Dr. Garrett practiced in La Grange, Texas for 20 years. He holds three fellowships in academic medicine.



Chris Gregory joins Skull Creek Boathouse as restaurant manager. He formerly managed another SERG Restaurant, Frankie Bones. Gregory has lived on Hilton Head for 11 years and has more than 20 years experience in the hospitality and restaurant industry.



Roy Devin Goyochea was selected as the South Carolina Youth of the Year for the Boys & Girls Club of the Lowcountry. This is the highest honor a Boys & Girls Club member can receive and recognizes outstanding contributions to family, school, community and Boys & Girls Club.



Jack Maddan, Hilton Head Aquatics head coach, was named SC Coach of the Year at the annual SC All-State Swimming Banquet. The award is voted upon by coaches in the state. This is the first time an H2A Head Coach has been honored.



Bart Umidi joins The Westin Hilton Head Island Resort & Spa as executive chef. Umidi's 25 years of experience include four and five diamond hotels across the U.S. and Bermuda. Most recently he was executive chef at The Westin Maui Resort and Spa.



Joshua Hicks, Hilton Head Preparatory School middle school math teacher, was named the 2010 Teacher of the Year by the South Carolina Independent School Association. Hicks has been a math teacher at Hilton Head Preparatory School for two years and is a graduate of Francis Marion University.



John Robinson of Dunes Marketing Group graduated from the Beaufort County Sheriff's Office Citizen's Police Academy. Robinson was the Group Leader for the Hilton Head Academy.



Ryan Ott has joined South Carolina Bank and Trust as vice president of commercial banking. Ott has worked both locally and in Georgia and has five years of experience in the Southern Beaufort County market. He was previously employed with SunTrust Bank.



Gary Maurer was named South Carolina Magician of the Year by the South Carolina Association of Magicians at its recent state convention. Maurer has been performing in the area since 2002.



D'Jaris Ann Moore has been elected to the Hilton Head Community Advisory Board for NBSC. Moore is a native of Chicago and is a retired executive of the IBM Corporation.



Diana Brown is the new director of human resources at Colleton River Plantation Club. Brown has more than 23 years of experience in human resources management and previously served as the director of human resources with the Hilton Oceanfront Resort.



Helen Donelan joined Classic Party Rentals as an outside sales representative. Donelan has 15 years of regional sales experience in the hospitality industry, including The Greenbrier in West Virginia and The Hilton Head Marriott Beach and Golf Resort.

To submit a photo, please email:
laguiar@hiltonheadisland.org

Advertise with Chamber Business Monthly!

Call Laura Aguiar at 341-8367 or email laguiar@hiltonheadisland.org.

NEW MEMBERSHIP HIGHLIGHTS

Diamond Transportation

Thomas Enright
5 Gumtree Road, C-3
Hilton Head Island, SC 29926
www.hiltonheadrides.com

Diamond Transportation offers the finest taxi service/car service on Hilton Head Island. They are dedicated to providing on-time, reliable, safe, clean and comfortable vehicles and professional, courteous drivers.

Hilton Head Rent Direct

Jacquelyn Flynn
PO Box 22590
Hilton Head Island, SC 29925
www.hiltonheadrentdirect.com

Hilton Head Rent Direct specializes in luxury vacation rentals on Hilton Head Island where visitors can rent directly from the owners and receive concierge-like services. Guests are treated to resort services while enjoying the luxury and privacy of staying in an oceanfront vacation rental, ocean-view home, beach condo, or villa.

S.C. Governor's School for Science and Mathematics Foundation

Kim Bowman
1201 Main Street, Ste. 2350
Columbia, SC 29201
www.scgssm.org

The Governor's School for Science and Mathematics Foundation supports the school by giving voice to its needs, providing supplemental funds to augment its programs and information to the public of its accomplishments and contributions to the quality of life and economic prosperity of South Carolina. Its core objectives include fundraising, recruitment, marketing, advocacy and alumni relations.



**HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE**

CHAMBER LAUNCHES NEW MEMBERSHIP WEB SITE

Searching for a chamber member? The chamber has launched a website re-design featuring news, events and information for our members. *HiltonHeadChamber.org* features numerous enhancements designed to connect members and offer valuable information and resources.



"The enhanced chamber website gives our business members a more business-to-business web outlet," says Bill Miles, chamber president and CEO.

Log in and check out the new features like our New Member Marketplace and improved Community Event Calendar. Members and residents will also find easy access to key pages like The Upside, where we feature great offers from our members.

- Member Community
- Events Calendar
- Bill's Blog
- Featured Chamber Member
- Career Resource Center
- News & Events
- Event Photo Gallery
- Enhanced Member Search

The new site can be accessed as it is now, via the *hiltonheadisland.org* site with a one-step click thru to the chamber. Members can also access the site at *www.hiltonheadchamber.org*.



Chamber President and CEO Bill Miles joins the team from Urnige; Travis Stephenson, Jared Jester, Chris Wilhite, Troy Ahyo, and Blanche Sullivan at their new offices in Park Lane Suites on Hilton Head Island.

MEMBERS MAKING NEWS

Beaufort Memorial Hospital has a new after hours visitor management system to help security track overnight visitors. Using new computer technology called FastPass, Beaufort Memorial Security officers posted in the ER will verify a visitor's ID, take their picture, and give them a badge in seconds.

Professional Tennis Registry Foundation, the charitable arm of Professional Tennis Registry, distributed more than \$2,300 in new tennis equipment, as well as hundreds of gently used tennis racquets to in-need programs that participated in the 2010 Special Olympics Invitational Tennis Championships.

New River Auto Mall launched a newly redesigned website, NewRiverAutoMall.com, which allows visitors to search out new and used cars across seven dealerships, offering vehicles from 10 different manufacturers in the South Carolina Lowcountry and coastal Georgia region.

The **Hilton Head Island Concours d'Elegance & Motoring Festival** presented over \$15,000 in grants to local community organizations who offered services to help manage last year's record-breaking Motoring Festival. Recipients included, Hilton Head Island High School Band Boosters, the Hilton Head Island-Bluffton Junior Leadership program, Heroes on Horseback and the Hilton Head Symphony Orchestra.

Palmetto Exterminators and BASF, the manufacturer of Termidor, came together to protect and save historic trees on the Charleston Peninsula that were infested with termites. Several live oak trees were inspected and treated for Formosan termite infestations. The project was filmed and served as an educational event for residents.

Sun City Hilton Head Board of Directors passed a resolution for road improvements for streets in the community that are showing signs of wear and tear after 15 years of traffic. Total road improvement project costs are estimated at \$175,000.

Senators **Jim DeMint** and **Lindsey Graham** as well as Congressmen **Joe Wilson** earned the Spirit of Enterprise Award given by the U.S. Chamber. The coveted Spirit of Enterprise award was given to 230 members of Congress for their pro-business voting records during the first session of the 111th Congress.

The Technical College of the Lowcountry Foundation received a portion of a \$100,000 grant from the Bank of America Charitable Foundation. The funds will help students pay for out-of-pocket expenses such as textbooks, instructional supplies and scholarship assistance.

Berkeley Hall's 2nd annual Berkeley Hall Charity Cup raised \$100,000 for area charities through a golf tournament, auctions, and Grand Gala. Recipients include Bluffton Self Help and the Boys & Girls Club.

StoneWorks, Inc. team members recently participated in the annual Coverings Show in Orlando. Members attended their choice of over 50 seminars and were exposed to the industry's highest caliber experts.

Edward Jones ranked No. 2 on *FORTUNE* magazine's "100 Best Companies to Work For in 2010" list. Edward Jones also ranked No. 1 for large-sized companies. The full list and related stories appear in the February 8 issue.

Amanda Rose Weddings owner Linda Smreczak has been appointed to the Board of Directors of Wish Upon A Wedding – The Carolinas. She will serve the organization as the Medical Outreach Chair. Wish Upon a Wedding is a non-profit providing weddings at destinations across the U.S. for individuals facing life-threatening illness.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



Twenty three area high school juniors graduated as the Hilton Head Island-Bluffton Junior Leadership Class of 2010. The keynote speaker at the graduation ceremony was local entertainer and philanthropist, Gregg Russell.

MEMBERSHIP RENEWALS: THANK YOU!

30+ YEARS

Bank of America, N.A.
Holiday Inn Oceanfront
Hudson's Seafood House On The Docks
Kinghorn Insurance Services, Inc.

20-29 YEARS

AdVise, Inc.
Aunt Chilada's Easy Street Cafe
Belks Department Store
Blue Chip Expo, Inc.
Grayco Hardware
Legendary Golf
Main Street Realty
Office Products Plus
Pineland Station
Port Royal Golf Club
Wild Wing Cafe

15-19 YEARS

American Cancer Society
Commander Zodiac, Inc.
Del Webb Communities
Disney's Hilton Head Island Resort
Dolphin & Nature Cruise
Hilton Head Hospitality Association
Hilton Head Automotive, LLC
Hilton Head Floorcovering
Hilton Head Humane Association
Island Photography
Kermit Huggins Architecture & Design, Inc.
Mighty Mac Premier Cleaning Services
RMC Property Management & Consulting, Inc.
Santa Fe Cafe
SDL Numismatic Properties, Inc.
Stanley Steemer
Thomas & Hutton Engineering Co.

10-14 YEARS

ACCESS Network, Inc.
ACS State and Local Solutions
Broad Creek Marina
Coach
Colleton River Plantation Club, Inc.
DelVecchio's Restaurant & Pizzeria
Distinctive Granite & Marble
Gray's Heating, Air Conditioning & Appliance
Hawthorne Inn
Indigo Pines Retirement Community
Palm Meadows Village

Pink House Gallery of Fine Art & Framing
SCORE
Smokehouse
South Carolina Repertory Company
Southern Wine & Spirits
Traditions of Hilton Head
Westwind Entertainment

4-9 YEARS

AmVest Capital
Beacon Insurance Group, Inc.
Charlie's L'etoile Verte, Inc.
Engineered Systems
Fiesta Fresh Mexican Grill-North
Foxfield Company
Gordon L. Deal, Inc.
Grace Community Church
Harbour Town Lighthouse Museum & Shop
Harden Tuten Custom Homes
Holiday Inn Express Hotel & Suites
Hopper Shopper
IL Carpaccio
Labbe' Glass, Inc.
Law Office of Jay A. Mullinax, LLC
Lowcountry Cottage
Michael Anthony's
Miller Long Term Rentals
Mortgage Lenders Association of Greater Hilton Head
Northwestern Mutual Financial Network
Palmetto Bay Watersports
Palmetto Dunes General Store at Palmetto Dunes Oceanfront Resort
Pretty Papers
Progressive Technology Inc.
Property Administrators, Inc.
RC Jones, CPA, LLC
Sea Grass Grille
Second Helpings
Signe's Heaven Bound Bakery & Cafe
State Representative Richard Chalk
Triangle Ice
Two Tomatoes Catering Company
Village at Wexford Merchant Assoc.
WSAV-TV

1-3 YEARS

AGC Gutter Company
Biomedical Precision, Inc.
Bistro 17
Carolina Business Benefits
Creative Structures Inc.

Daufuskie Island Foundation
Enmark Stations, Inc.
Five Guys Burgers and Fries
H & H Auto Body LLC
Island Time Charters
Live Oak Fence, LLC
LowSea Bike Beach & Baby Rental Inc.
Mattress Firm
Nails by Deborah
On-Site Cleaning Services
Paul Davis Restorations
Puritan Products, Inc.
Randy Jeffcoat Builders, Inc.
Rose Hill Golf Club
Sheri's Edible Designs, Inc.
Showcase Publishing
Sourcecode, LLC
Sun City Hilton Head Community Association, Inc.

NEW MEMBERS

Agape Hearts
Azure Blue Coast Realty
Capital Business Services
David Crand
Diamond Transportation
Dr. Joseph Hickey - The Hickey Wellness Center
Eastern Chinese & Japanese Restaurant
Event Solutions by Margaret Fisher Recycling
Funkey Monkey
Harbour Town Yacht Club
Joe Fragale
LowCountry Community Church
Miss Elizabeth's Children's Boutique
New Generations Home Care, Inc.
Perfection Services Group, Inc.
South Carolina Governor's School for Science & Mathematics Foundation

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green tips

- Make sure you only use your dishwasher and washing machine when they are full.
- Buy in bulk to minimize waste packaging and return damaged materials instead of throwing them away. For products with a limited shelf life, buy only what you need.

- invoices
- invitations
- labels
- letterheads
- magazines
- maps
- menus
- newsletters
- notepads
- pocket folders
- postcards
- posters
- presentations
- rack cards
- self mailers
- stickers
- tags
- tickets

