

CHAMBER BUSINESS

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

MONTHLY

MAY 2010

Building Your Success



Be Part of Small Business Day

- 2 SMALL BUSINESS DAY**
Great Info to Help Your
Business Grow
- 3 NETWORK ON THE
GREEN**
Business Golf Classic -
Long Cove Club
- 4 MEETING A MILLION**
Welcome Center Milestone
- 5 SUBMIT YOUR
EVENTS**
Free Online Calendars



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

JOIN US FOR CHAMBER SMALL BUSINESS DAY

The chamber will host "Small Business Day," a series of helpful seminars designed to jumpstart your thinking on a variety of business topics. Guest speakers will address areas ranging from social media to attracting more business. Small Business Day will be held at chamber headquarters on Tuesday, May 11. The cost to attend is only \$10 for the entire day and you may attend as many of the seminars as you choose. For more information on seminars and to register, visit www.hiltonheadchamber.org and click on Member Events. For more information, contact Janie Treon at jtreon@hiltonheadisland.org or call 843-341-8373.

SMALL BUSINESS SEMINARS

9-10:15 a.m. *Secrets of Social Media: Tips for Success*
Dixon Schwabl

Social Media presents unique opportunities to have a two-way conversation about your brand directly with those who are consuming it. It can offer tangible results, including media coverage, sales leads, increased consideration, and direct product purchase.

10:30-11:15 a.m. *Deduct It! Biggest Deductions Missed by Small Business Owners*

June & Associates

Are you filing taxes as the right entity type? Mark June outlines ways you can save money on your business taxes.

11:30-1:00 p.m. *Pork in the Parking Lot*

One of the most popular events is back! Free barbecue and networking.

1-2:15 p.m. *New Illegal Immigration Law: What it Means to Your Business*

Dept. of Labor, Licensing and Regulation & Nexsen Pruet

Small business owners who employ fewer than 100 workers have until July 1 to comply. Here's your chance to "ask a legal expert."

2:30-3:45 p.m. *Money is Available: Accessing Capital for Small Business*

Small Business Assistance Corporation

Explore a variety of loan programs for new and existing businesses.

4-5 p.m. *How to Attract More Business with Less Money: The Power of PR*

Dixon Schwabl

For small businesses with limited resources, public relations offers a cost-effective and efficient means for increasing awareness for your brand and generating credibility for your organization.

SALUTE TO SMALL BUSINESSES

Did you know that small businesses account for more than 60% of the new jobs created in the United States every year? Small business is big business! The Office of Advocacy estimated that 99 percent of the 29.6 million businesses in the United States in 2008 were small firms.

The month of May is dedicated to small business. The Small Business Administration celebrates National Small Business Week, May 23-25. Special events and ceremonies are planned in Washington, D.C. to salute the entrepreneurs who are the backbone of our economy. You can read more at NationalSmallBusinessWeek.com.

The U.S. Chamber of Commerce is also hosting America's Small Business Summit, May 17-19 in Washington, D.C. There will be speakers, exhibits and panel discussions. Find out more at USChamberSummit.com.

Your chamber will celebrate in the Lowcountry with a special day of informative seminars. We also invite members to stop by for a free barbecue lunch, courtesy of the chamber, Sam's Club and The Smokehouse.

Pork in the Parking Lot
Tuesday, May 11, 2010
11:30 a.m. - 1 p.m.
Free Barbecue and Networking!



SPONSORS



SMALL BUSINESS STATS

Small firms:

- Represent 99 percent of all employer firms
- Employ just over half of all private sector employees
- Pay 44 percent of total U.S. private payroll
- Have generated 64 percent of net new jobs over the past 15 years
- Create more than half of the non-farm private gross domestic product
- Hire 40 percent of high-tech workers (such as scientists, engineers, and computer programmers)
- Are 52 percent home-based and 2 percent franchises



BUSINESS GOLF CLASSIC AT LONG COVE CLUB

Spots are filling quickly for the chamber's annual Business Golf Classic. The 18th annual tournament and networking event will be held at the exclusive Long Cove Club on Monday, May 17.

Prizes and contests include Hole in One, Longest Drive, Closest to the Pin, "Pot of Gold" contest and many raffle prizes. The cost to play is \$725 per team or \$185 per player.

The presenting sponsor of the event is SERVPRO of Beaufort County. Supporting sponsors include, Hilton Head BMW, Epperson, Liberty Savings Bank and Sam's.



PRESENTING SPONSOR:



Use your smart phone to link to the registration page or log on to HiltonHeadChamber.org and click on "Member Events."



The Sea Pines Resort celebrated the opening of a new barn at Lawton Stables with an open house and ribbon cutting ceremony.

Visitor & Convention Bureau Briefs

Gold Service Award

The chamber's Visitor and Convention Bureau has been awarded a 2009 Gold Service Award by readers of *Meetings and Conventions* magazine. The annual Gold Awards are determined by meeting industry professionals. Our VCB is one of only about 100 Destination Marketing Organizations nationwide to meet the exacting criteria to merit the Gold Service distinction.



Hospitality Day in Columbia, SC

The chamber's VCB headed to Columbia, SC, April 21, 2010 to participate in the annual Hospitality Day at the State House. This annual event is one of the key legislative events of the spring and includes the Taste of South Carolina.

Ann-Marie Adams of the Hilton Head Hospitality Association, State Representative Richard Chalk and Susan Thomas, VP of the chamber's VCB at Hospitality Day in Columbia, SC.

Members Continue Insider Offers

More than 170 members have posted offers for the Hilton Head Insider card. The Hilton Head Insider program gives visitors special insider tips, offers and values on accommodations, attractions and services through use of the Hilton Head Insider loyalty card. All marketing and media strategies will drive consumers to HiltonHeadIsland.org.

There is no cost to participate in this chamber marketing opportunity. Please contact Joy Sharp, marketing manager at jsharp@hiltonheadisland.org.



Welcome Center Manager Meets a Million

The chamber's Welcome Center manager, Sylvia Richie, recently celebrated 15 years of service at the Island's official Welcome Center. During that time, she has greeted more than one million visitors. Richie has the opportunity to assist travelers from all over the world by answering questions about our destination and helping them find accommodations and activities.

BRAVO Arts & Cultural Festival in Full Swing

The chamber's spring arts showcase continues through the month of May. Concerts, art shows, seminars and performances are taking place throughout the Lowcountry during the BRAVO Arts & Cultural Festival. For a full calendar of events, log on to HiltonHeadIsland.org/BRAVO.



MARKET YOUR NEXT EVENT

Are you taking advantage of the great marketing opportunities made available by the chamber? There are two calendars available to promote your events and programs to visitors, residents and others in the business community.

The Community Events calendar is a great way to showcase tours and activities in which area visitors may wish to participate during their stay. The calendar is accessible at HiltonHeadIsland.org. Upcoming Community and Chamber Events are featured on the right. Click "more" and then click on "Submit an Event" to post your activity.

There is a second calendar accessed through the Member Events page at HiltonHeadChamber.org. It features area programs and activities of interest to residents and chamber members. It is the ideal place for seminars, lunch speakers, ribbon cuttings, classes and more.

All members are encouraged to utilize these online calendars at no charge.



Access the calendars with your smart phone!

Visitor Community Events Calendar



Member Community Events Calendar



Better with Natural Gas

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.

A home with natural gas reduces your impact on the environment without sacrificing comfort and convenience. If you want to make your home a little greener, while enjoying the comforts of home, ask for natural gas. To learn more, call **Parks Moss at 843-815-8808** or **Melanie Bullman at 843-815-8818**.



www.comfortableresponsible.org



www.sceg.com/value

NEW MEMBERSHIP HIGHLIGHTS

Pizza Hut of America

Brian Cormier
458 William Hilton Pkwy
Hilton Head Island, SC 29926
www.pizzahut.com

This Pizza Hut is run by a Beaufort native and offers dine-in, carry-out and delivery services. There is a catering menu, lunch buffet Monday through Friday, support of the National School Lunch program and a fundraising program for all non-profit organizations.

Loggerheads, LLC

Nan Stafford, Owner
Liz Shumake, Manger
1509 Main St.
Hilton Head Island, SC 29926
www.loggerheadshhi.com

Handmade crafts from the U.S., Canada and third world countries.

Diva Styles

Terra Tucker and Jeanne Solley
4 Mathews Court Suite C
Hilton Head Island, SC 29926
www.divastyleshhi.com

Diva Styles is a full service salon with award winning stylists to offer you the top of the line products and service. Over 30 years combined experience to give you the full "diva" treatment!



Marina Miller and Diana Pillai catch up with Cheney Maddox, Robert Moore and Kelly Hillyer of Hilton Head Health at March's Business After Hours at the Black Marlin.



The Leadership Class of 2010 spent a day learning more about state issues in Columbia. The trip was supported by sponsors Bishop Eye Associates and Hilton Head PSD.

THANK YOU...

to our 2010 Verizon Heritage FAM sponsors: Crowne Plaza Hilton Head Island Beach Resort, Hilton Head Marriott Resort & Spa, Hilton Oceanfront Resort, The Sea Pines Resort, The Westin Hilton Head Island Resort & Spa, KShuttle, Hilton Head Comedy Club and Arthur Hills Course/Palmetto Hall.



Managers Lynn and Mark Mattix are joined by staff and friends to cut the ribbon during the re-opening of Plantation Storage on Fording Island Road in Bluffton.

CHAMBER EVENTS

BRAVO Celebrate the Arts

April 25-May 31

HiltonHeadIsland.org/BRAVO

MAY

- 4 Business Education Partnership Committee**
8:30 a.m. † Chamber Headquarters
- 6 Home & Villa Committee**
8:45 a.m. † Chamber Headquarters
- 7 Government Affairs Committee**
8:00 a.m. † Chamber Headquarters
- 11 Small Business Day**
All Day † Chamber Headquarters
- 11 Pork in the Parking Lot**
Noon † Chamber Headquarters
- 17 Business Golf Classic**
10:30 a.m. † Long Cove Club
- 20 Bluffton Marketing Committee**
9:00 a.m. † Bluffton Town Hall
- 20 Business After Hours**
5:30-7:00 p.m. † Skull Creek Boathouse

JUNE

- 2 Leadership Hilton Head Island-Bluffton**
Class of 2010 Graduation
6:00 p.m. † Bear Creek Golf Club
- 17 Business After Hours**
5:30-7 p.m. † NHC Healthcare, Bluffton



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



The chamber's VCB hosted four meeting planners during the Verizon Heritage Golf Tournament. The meeting planners tried out the new Hilton Head Island Difference program by helping out at the Boys & Girls Club. The visit generated at least two leads so far for future meetings.



Captain Megan and her crew mates from Island Time Charters.



Networking at its best at Palmetto Bay Marina for March's Business After Hours.

WHO'S WHO AND WHO'S WHERE



David Johnson, business instructor at the Technical College of the Lowcountry was recently named the regional recipient of the Association of Collegiate Business Schools and Programs 2010 Teaching Excellence Award, which recognizes individuals each year who exemplify teaching excellence in the classroom.



Keith Jodway is the new Chef de Cuisine of WiseGuys. Jodway was classically trained in the Michelin star restaurants of Chamberry, France and his experience includes Sea Grill at Rockefeller Center.



Scott Ross joins Long Cove Club as the Community's executive chef. Ross is from Palm City, FL and most recently from The Point Lake and Golf Club in Mooresville, North Carolina where he has served as executive chef.



Glenn Love joins the SERG Restaurant Group's WiseGuys as a server. She has worked in the restaurant business in North Carolina and Washington state, as well as South Carolina.



Craig Fenstermaker, vice president of Operations for IMC Resort Services, Inc., has earned the Community Insurance and Risk Management Specialist designation from Community Associations Institute.



Douglas A. Barry has been selected as executive director of the Boys & Girls Clubs of the Lowcountry. Barry has an extensive background in the field of not-for-profit management. He served as director of Resource Development and Marketing for the Boys & Girls Club of Hilton Head Island.



Clay Hampton joined Custom Audio Video to direct the project design and project management aspects of the commercial division. Hampton's background includes 13 years in the pro sound/audio visual industry and 15 years in the Christian music industry.



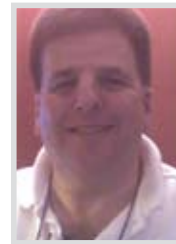
Mike Story has joined the real estate sales team at Hampton Lake. Story has more than 25 years of real estate experience, primarily in the Lowcountry. He started his career with Hilton Head Plantation in 1985.



Kim Kord joined CoastalStates Bank as senior vice president of Commercial Lending. Kord is a graduate of Indiana University with more than 25 years of experience in various positions in banking and commercial lending.



Lindsay Elise Burwell has joined the interior design staff of Plantation Interiors. Burwell graduated from the Savannah College of Art and Design and also studied in Italy, France and Spain. She most recently worked in Kansas City, Missouri.



Jon Maslansky joins Custom Audio Video as the commercial sales manager. Maslansky has more than 10 years of sales and design experience in the commercial AV industry as well as 25 years in the live music industry.

Claudette Humphrey, vice president of the board of the Arts Council of Beaufort County, was honored by the Hestelle Woodbury Women's Missionary Society of the Grace Chapel African Methodist Episcopal Church during Women's History Month.

Michael Harrison, staff accountant with Cherry, Bekaert & Holland, L.L.P., has successfully completed and passed the exam to become a Certified Public Accountant. The CPA examination is administered by the American Institute of Certified Public Accountants.



Marquis Terry joins the SERG Restaurant Group's WiseGuys restaurant and lounge as a server. Terry has more than 10 years of experience in the food and beverage industry and has previously worked at Charleston's and 211 Park Wine Bar and Bistro.



Gary Caron joins the SERG Restaurant Group's Frankie Bones Restaurant & Lounge as manager. Caron has been in the food and beverage industry for more than 10 years. His experience includes restaurant manager and convention services manager for the Hyatt Regency Hilton Head and several years at the Moss Creek Owners Association's Club.



Mintha Williams

has earned the Sales Award of the Quarter from Hotel Equities. Williams serves as the sales director for the Hampton Inn-Hilton Head and the Hampton Inn & Suites-Savannah Gateway.

BUSINESS AFTER HOURS AT THE BOATHOUSE



Join the chamber and fellow members at the newly renovated Skull Creek Boathouse for May's Business After Hours. It's the perfect opportunity to take a look at the newest member of the SERG restaurant group and network.

There will be great food to sample, complimentary beer and wine, and chances to win great prizes. The charity partner of the event is Habitat for Humanity.

Business After Hours will be held Thursday, May 20 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.



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



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE



South Carolina delivered its message loud and clear during the month of March at three major malls along the eastern seaboard: South Carolina Is Made for Vacation. The South Carolina Department of Parks, Recreation & Tourism had larger-than-life, messages at Lennox Square in Atlanta, Ga., King of Prussia Mall in Philadelphia, Pa., and Fashion Centre at Pentagon City near Washington, D.C.

MEMBERS MAKING NEWS

La Isla Magazine was honored with three prestigious national awards for Excellence in Hispanic Print Media by the National Association of Hispanic Publications. La Isla received one gold award for International Photo "Pyramids in Belize," and two bronze awards; one for Outstanding Design and one for Outstanding Cultural Article, "The Qualities of Being Latino."

Fifteen **McNair Law Firm, P.A.** attorneys have been selected for inclusion in South Carolina Super Lawyers 2010®. Local attorneys include John M. Jolley and Michael L.M. Jordan, both in Estate Planning & Probate.

J Banks Design team members recently completed a 40-hour continuing education course in Autodesk Revit, Building Information Modeling software that allows the associates to create 3D renderings, drawings and elevations for their clients.

StoneWorks, Inc.

has been named one of the Marble Institute of America's (MIA) member instructors for continuing education. Stoneworks is fully accredited through MIA for excellence in stone fabrication and can represent the MIA in making presentations to members of the architectural and design communities.

Professional Tennis Registry

announced three new corporate members: the Institute of Sport Science for Tennis, Tennis Business Solutions, and TennisSmith.

The Church Mouse, St. Luke's Church

thrift shop, announces the hiring of a new manager, Phyllis Neville. Board members for 2010 include: Fred Ruggles, Chairman; Carol Gyllenhoff, Vice Chairman; Jane Benford, Judith Bowes, Elizabeth Bundy, Rob Cushman, Katherine Gorman, Bob Johnson, Carol Kolcun, Bill Phillips, Margery Snyder, Marshall Stone and Keith Tillman.

The Community Foundation

of the Lowcountry has been named a Bronze award winner for excellence in communications by the 2010 Wilmer Shields Rich Awards Program. The Council on Foundations recognizes effective communications efforts to increase public awareness of foundations and corporate giving programs.

Operation R&R

participated in Community Showcase Day at Ft. Stewart Army Base, explaining the program to wives whose husbands are currently deployed in Iraq. To date, 300 home and villa donations, 60 restaurants, 35 services and nine short-term management companies have supported Operation R&R.

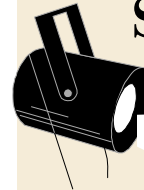
The Technical College of the Lowcountry

was recently honored in the prestigious 2010 National Council for Marketing & Public Relations Paragon Awards competition. TCL received a gold award for its "Finding a Good Job Is Tough" print advertisement series and a silver award for "Finding a Good Job Is Tough" radio advertisement series.

OSPREY Village

an inclusive residential community for developmentally disabled adults is pleased to announce the addition of four new board members: Jim Bowser, Jeff Norkus, Dian Castle, and Karen Cully.

MEMBER SPOTLIGHT



Epperson Service Experts

Paxton Plaza, Hwy. 278 in Bluffton
PO Box 21374
Hilton Head Island, SC 29925
www.eppersonserviceexperts.com

Epperson Service Experts is one of the largest providers of heating, air conditioning and indoor air quality service and repair in North America. They can provide immediate HVAC service work, a visual system inspection, or simply help clients avoid costly problems down the road with routine HVAC maintenance. Experts can visit a home or business and evaluate the air quality for humidity, airflow, filtration, carbon monoxide and more.

Conscious of the environment, Epperson is an official Energy Star retail partner and can assist customers in home energy reduction. The company has been a chamber member in the Hilton Head Island-Bluffton area since 1992 and has supported the annual Business Golf Classic for several years.



MEMBERSHIP RENEWALS: THANK YOU!

30+ YEARS

Hilton Head Marriott Resort & Spa

20-29 YEARS

Arts Center of Coastal Carolina

Drifter Excursions, Inc.

Dunes Marketing Group

Golf Island/Golfer's Guide

Island Communications

Island Getaway Rentals

Linda J. Warnock, CPA

Novit & Scarminach P.A.

Presentation Services

15-19 YEARS

Fraser & Allen, LLC

Lawton Stables

National Bank of South Carolina

10-14 YEARS

A Wedding by the Sea

BB&T- Branch Banking & Trust of SC

Grayco Building Center

Hospice Care of the Lowcountry

Markel's Card & Gift Shop Inc.

Mortgage Network of South Carolina

Patricia's of Hilton Head Inc.

Pitney Bowes, Inc.

4-9 YEARS

American Red Cross-Palmetto Chapter

Beaufort-Jasper Water & Sewer Authority

CareCore National, LLC

Celia Dunn Sotheby's International Realty

Church of the Palms - United Methodist

Collinson Publishing

Fix-Grecco & Associates at Gateway Realty

Friends of the Rivers

Gordon L. Deal, Inc.

Heritage Academy

Hilton Head Motorcoach Resort

Island School Council for the Arts

Matteo Family Chiropractic, Inc.

Off Island Thrift/Cancer Awareness Foundation

Outthink, LLC

Pearle Vision

Queen Chapel AME Church

Rug Decor

Sea Pines Country Club

Society of Bluffton Artists

Sperry VanNess

St. Joseph's/Candler Medical Group-Bluffton

StoneWorks Inc.

Sweetgrass Baskets

Vetronix Research Corporation

Wolfe Creative

1-3 YEARS

A Sense of Total Well Being

Ameris Bank

Arby's

Baldwin Aviation Safety & Compliance

Bear Creek Golf Club

Bulldog Fishing Charters

Coastal Area District Development Authority

Courtney Bend at New River

Davis Landscape

E.A.C. Heating & Air

Edward Jones

Foskey Heating & Air, LLC

H & R Block

Hilton Head Diner

HomeRunners, LLC

Island Bistro

Island Playground

Lana Lewis Design

Panera Bread

Parkway Self Storage

Riverside at Belfair a Bloomfield Senior Living Community

Simply Kids Consignment



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

NEW MEMBERS

A & E Air LLC

Daufuskie Island Conservancy

Diva Styles

Fiddler's Cove Beach & Racquet Club

Harbourside III Property Owners Association

Hilton Head Rent Direct

Loggerheads LLC

Mr. Handy Jack of Hilton Head

Pirates of Hilton Head LLC

Rocky Mountain Shadows

Secret of the Islands

Skull Creek Boathouse



New members Paul and Sondra Ammeen with Sequins Ballroom sample fare with Stephen Latteri at the Black Marlin during Business After Hours in March.

P.O. Box 5647 • Hilton Head Island, SC 29938
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CHAMBER BUSINESS MONTHLY

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Daily Putting Contest.
 Great prizes and kids welcome!

Your Shot for a Million Dollars!

May 20-22, Old South Golf Links
 Hwy 278 - 1 mile before the bridge to Hilton Head Island

Be the lucky player to make a hole in one in the finals and win *\$1,000,000! Win valuable prizes each day and a chance at the million by being closest to the pin.

Thursday, MAY 20, 9 AM - 7 PM

Friday, MAY 21, 9 AM - 7 PM

Saturday, MAY 22, 9 AM - 5 PM

FINALS, MAY 22, 6 PM - 7 PM

MARK YOUR CALENDARS!

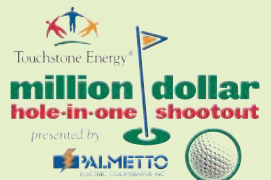
*Payable as an annuity.

Buy One Bag, Get One FREE!

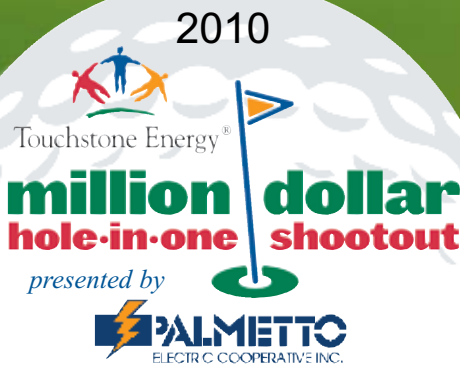
That's 24 balls for only \$10.

To redeem this coupon, present it at the event.

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- \$10 Off Business Card Orders with Return of Container!
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- \$50 Annual Membership Fee.

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 hilton head island, sc 29926
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843-342-6360
 www.omegahhi.com

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

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