2 BUILD YOUR BUSINESS AT BUSINESS EXPO!

3 THE MOMENTUM CONTINUES
Chamber Web Traffic Surges 25%

4 SURVEY SAYS...
Member Survey Results

7 RAISE YOUR GLASS!
Wine & Food Festival

TAKE YOUR BUSINESS TO THE NEXT LEVEL AT EXPO
BUSINESS EXPO: SHOWCASES BUSINESS COMMUNITY

Join the chamber for Business EXPO, the largest business-building event in the Lowcountry, rivaling expos in Savannah and Columbia in size. With over 2,000 attendees, Business EXPO, covers the full spectrum of our regional business community and this year attendees can expect a few new twists and turns to the popular networking event, held at the Westin Hilton Head Island Resort & Spa.

New to this year’s line-up will be a social media bar and speed networking event. We’re also offering some great seminars on today’s hot marketing tips and how the healthcare changes in Washington will impact your business.

Business EXPO offers two great mega-networking events each night with EXPO After Hours sponsored by Hargray and Palmetto Electric. Networking begins with EXPO After Hours on Tuesday evening, a casual setting with great food, complimentary beer and wine and entertainment. Business EXPO opens Wednesday at noon followed by another great After Hours event.

Don’t miss this valuable opportunity to showcase your business. There is no cost to attend Business EXPO. Cost is $10 to attend EXPO After Hours. For more information or booth registration go to hiltonheadchamber.org.
CHAMBER WEBSITE PASSES RECORD 1.5 MILLION USERS

It's never been easier for consumers to find the information they need at the chamber's easy-to-access website hiltonheadisland.org, and the rising numbers tell the story. The chamber's website saw more than 1.5 million users in 2012, which represented a 25% jump over 2011. Many members tell us the website is invaluable for driving traffic and revenue to their business. The average time spent on site was up 18% from the prior year, with an average site visit lasting four and a half minutes. In 2012, the chamber sent over 690,000 referrals to member websites.

With today’s increasingly on-the-go mobile access, nearly one-quarter of our site traffic comes from visitors using a mobile device. Whether they’re looking for things to see and do, or information on golf and lodging, and what’s happening in Bluffton, the user-friendly site makes it easy for consumers to explore accommodations, dining, activities, events and retail choices through colorful, appealing, easy to navigate pages.

TOP PAGES VISITED
- See and Do
- Event Calendar
- Restaurants
- About the Island
- Hotels, Inns, Resorts
- Dining
- Travel Deals
- Lodging/Homes and Villas
- Beaches
- Family Vacations
- Outdoors and Nature
- Shopping

MEGA MENUS WORK HARD
- Our new drop-down mega menus helped increase average time spent on site by 18% over last year.
- Organic search is up 32% over last year

FREE MEMBER LISTINGS
- Link to member website
- Formatted ad appearance
- Integrated with mobile website

BLUFFTON MICROSITE
The new Bluffton microsite visitbluffton.org launched in September, touting Bluffton’s charm and visitor offerings as well as the news that Bluffton is Open for Business.

HIGHEST PAGE TRAFFIC IN 2012
- Cuisine
- Shopping/Antiques
- Festival/Events
- Lodging
- History/Museum
- New Package Promotions in 2013

GOLF MICROSITE
Hiltonheadgolf.com launched in February 2012.
From August - November, the golf site received over 36,000 visitors with over 13,000 links out to partner sites.
Premier Features
- Hilton Head Golf Insider Special Offers
- Where to Stay: Hotel, Resort & Villa Accommodations

SOCIAL MEDIA ENHANCES SEO
The chamber actively participates in a number of social media platforms which contributed to our increase in over 25% website visitors in 2012.
- Twitter
- Facebook
- YouTube
- Blogs
- Pinterest
- Google+

We invite you to check it all out at www.hiltonheadisland.org. To place advertisements contact Kathy Winings at (843) 341-8363 or kwinings@hiltonheadisland.org. Members can promote travel deals (at no cost) to our Hilton Head Insiders by submitting your offer to Elizabeth Simpson at esimpson@hiltonheadisland.org.
The chamber's recent membership survey is just one of the ways we regularly garner feedback from members. Hundreds of our members shared valuable insight on your positive overall satisfaction with the chamber and how we can further help support you and your business.

Produced in partnership with USCB, the university sent the membership survey to 1,200 randomly selected businesses to garner feedback about not only your chamber, but about your thoughts on our local economy, where you see your business headed and much more.

The Hilton Head Island-Bluffton Chamber of Commerce has one of the highest retention rates in the nation. That’s a great benchmark that shows chamber members find value in their membership.

1. What are the most significant challenges to the future of your business?

   - Economic uncertainty
   - Decline in customer spending
   - Cost of health insurance benefits
   - Lack of available capital
   - Federal taxes
   - Cost of employee benefits
   - Cost of employee salaries
   - Lack of qualified workers
   - State and local taxes
   - Cost of technology
   - Local government restrictions
   - County regulatory burdens
   - Local regulatory burdens
   - No major challenges
   - Cost of training workers
   - Other

2. How much do you expect gross sales/revenues to change over the next 12 months?

   - Stay about the same
   - Increase by more than 10%
   - Increase by 5% to 10%
   - Increase less than 5%
   - Decrease by 5%
   - Decrease by 5% to 10%
   - Decrease by more than 10%

3. From a financial perspective, how do you feel right now about the future of your business?

   - Very confident
   - Somewhat confident
   - Not very confident
   - Not at all confident

4. Thinking about the economy for the next 12 months, what do you anticipate?

   - Economic expansion
   - A recession
   - A flat economy
   - Decline in customer spending
   - Economic uncertainty

   - Other
5
Please select your primary reason for being a member of the chamber

6
Do you plan to renew your membership next year?

7
Please rate your satisfaction with the chamber in the following areas

8
Rate your satisfaction with the chamber in the following areas.
IN THE NEWS:

CONDE NAST TRAVELER TOUTS THE INN AT PALMETTO BLUFF

The Inn at Palmetto Bluff earned accolades in Conde Nast Traveler’s January issue.

The luxury publication ranked The Inn at Palmetto Bluff #1 Best Place to Stay in South Carolina on the prestigious Gold List 2013 World’s Best Places to Stay.

“This will be the best inn you’ve ever stayed at. You can do everything – golf, fishing, horseback riding, and a spa … or nothing, and be blissfully happy either way.”

JUSTLUXE HIGHLIGHT LOWCOUNTRY CULINARY SCENE

The Lowcountry culinary scene garnered high profile coverage in January’s issue of affluent lifestyle guide JustLuxe.com.

“There are plenty of options for indulging your gourmet leanings at the area’s many fine restaurants which offer a wide range of wines and cuisines as well as some special features elevating them above mere places to eat.”

Local restaurants featured included Red Fish, Michael Anthony’s Cucina Italiana and The Inn at Palmetto Bluff.

JustLuxe.com reaches a readership of 2.1 million visitors to its site each month.

MEN’S FITNESS FEATURES GOLF GUYS ISLAND GETAWAY

Need a vacation STAT? Men’s Fitness magazine prescribes a trip to Hilton Head Island in its January issue for the best boys-only weekend.

“Pick a weekend and rally a crew to travel to Hilton Head Island, SC for PGA-caliber golf, barbecue ribs, and warm sunshine. With an array of challenging, impeccably groomed oceanside courses, the island is one of America’s top golfing destinations.”

CHAMBER AMBASSADOR SPOTLIGHT: GARY MAURER

There’s more to the magic of Gary Maurer than meets the eye! This well-known island entertainer has more than a few tricks up his sleeve, one of which is working his magic as a Chamber Ambassador.

CBM: What’s your favorite thing about being a Chamber Ambassador?

MAURER: I enjoy meeting people. Being an ambassador has given me the opportunity to work with the chamber staff and other ambassadors to meet a wide range of people from all over the area.

CBM: What brought you to the Lowcountry and how long have you been here?

MAURER: Looking for a change of pace, we moved to the area from Allentown, PA. My family and I visited Hilton Head Island in the summer of 2001 and we liked it so much we came back that January. On that visit I attended the Chamber’s Business Expo and met people from the chamber and decided to move here.

CBM: We have to know - Is that a real rabbit you pull out of your hat?

MAURER: The rabbits we use are English Angoras, and many people think they are just stuffed animals or toys. Right now we have Monte, the mindreading rabbit, and Gizmo in our shows.

CBM: Most Memorable Ambassador Moment?

MAURER: Being confused for a chamber employee. I’ve been to so many of the ribbon cuttings and events that some people think I work for the chamber. I guess you could say I do!

Along the way, he’s really seen the Lowcountry grow, attending hundreds of ribbon-cuttings and grand-openings of area businesses in his seven years of ambassadorship! Under the direction of Beverly Maloney, chamber senior account executive, the Chamber Ambassador program has grown to over 25 community member ambassadors since its debut in 2006. Maurer has been an active ambassador since the program’s inception.

NEW MEMBER: HIGHLIGHTS

HILTON HEAD PROPERTIES
Robbie Bunting
12 New Orleans Road
Hilton Head Island, SC
www.hiltonheadproperties.biz

Hilton Head Properties specializes in luxury homes, villas and homesites, serving Hilton Head Island, Bluffton and Daufuskie Island. Robbie Bunting and Jane Hyers will serve as welcoming agents for all your real estate needs.
HILTON HEAD ISLAND WINE & FOOD FESTIVAL: PREMIER WINE EVENT ON THE COAST

The unofficial start of spring on Hilton Head Island, the 28th Annual Hilton Head Island Wine & Food Festival, taking place March 4-9 brings together wine, spirits and food lovers and celebrity chefs at one of the largest outdoor wine festivals on the East Coast, featuring 500+ wines.

Wine enthusiasts will have the opportunity to sample hundreds of outstanding domestic and international wines and some of the Lowcountry’s best cuisine at the premier wine event, Saturday, March 9 at the Coastal Discovery Museum at Honey Horn.

The chamber has your ticket! Special member priced tickets are $40.00 and are available at chamber headquarters. For more information and schedule of events go to hiltonheadchamber.org.

LEADERSHIP CLASS PLAYGROUND PROJECT: SET TO SAIL INTO BLUFFTON’S DUBOIS PARK

Shrimp trawlers are a common sight on Bluffton’s waterways and now young fans will have a chance to “sail,” at DuBois Park playground in Old Town Bluffton.

The Hilton Head Island-Bluffton Chamber of Commerce’s Leadership Class recently unveiled its $21,000 playground plan that includes an “all aboard” wooden boat with slides, ground cover, a monument marker and personalized concrete hand-prints to place on the existing area walkway.

Funding will come from sponsorships, donations, an oyster roast and the sale of legacy hand-prints, with a park dedication scheduled for May. For information contact Lainie Crose at 837-2627 or delaine1969@yahoo.com.
WHO’S WHO: AND WHO’S WHERE

Christina Oh has been named assistant vice president of Outpatient Services for Coastal Carolina Hospital. She previously served as senior director of physician services and a physician liaison and recruiter for Coastal Carolina and Hilton Head hospitals.

Shannon Archer has been named Sun City Hilton Head’s assistant executive director. He will work out of the Hilton Head Island office.

Jeremie Sommers has joined Weichert Realtors-Coastal Properties as an agent. He previously served as the community’s director of golf business operations.

Steve Hoover has been named vice president of operations for Coastal Carolina Hospital. He previously served as senior director of outpatient services. Hoover has a bachelor’s degree from UNC at Wilmington, and a clinical laboratory science degree from Wake Forest University’s Bowman Gray School of Medicine, Winston Salem, NC.

Stephen Legg has joined The Westin Hilton Head Island Resort & Spa as sales manager. Legg previously served as a free-lance meeting planner and on-site liaison for US-based insurance, pharmaceutical and food service industries.

Laurie Towler has joined Rainbow International by High Tide as a business development associate. She previously served in the IT and Telecommunications industry for over 20 years.

Ardene Clarke has joined Weichert Realtors-Coastal Properties as an agent in the Sun City office. She has been in real estate for 27 years and is a member of the Hilton Head Board of Realtors.

Dr. Joel Ingegno has joined Beaufort Memorial Center for Digestive Diseases and the hospital’s medical staff. He is board certified in internal medicine and is a fellow of the American College of Gastroenterology.

Dianne Hillyer has been named business development manager for Premier Home Health Care Services, Inc. She has prior experience in sales and marketing in the senior health care industry, most recently with Riverside at Belfair.

Derek Holland returns to the Sun City Del Webb sales team. Holland has over 10 years of real estate experience and most recently served as an agent with Gateway Realty.

Marcel Boucher joins Candlewood Suites Bluffton as general manager. Boucher most recently managed the Candlewood Suites in Hazletton, PA and previously managed the Hampton Inn in Boca Raton, FL.

Keith C. Kline has joined Morgan Stanley Wealth Management as a financial advisor in the Hilton Head Island office. He formerly served as a licensed agent with Harbour Health Insurance Solutions.

Ric L. Hollifield has joined Keller Williams Realty as an agent. Hollifield has over 15 years of experience in the mortgage banking industry.

Arline Fasano has joined Keller Williams Realty as an agent. Fasano previously served as an agent with Daniel Gale/Sothebys in Syosset, NY.

David Collins has joined The Alliance Group Realty as an agent. Collins formerly served as an agent with Nextag/Aim Realty.

Stacy Hutcheson has been named communications associate for Beach Properties of Hilton Head. She formerly served as a guest arrival coordinator with the vacation rental company.

Bryon Cmar joins Candlewood Suites Bluffton as assistant general manager. Cmar relocated from the Hilton Garden Inn in Wilmington, NC and brings over thirteen years of experience in the hospitality industry.

Christopher Bowes has joined the Sun City Del Webb sales team. Bowes formerly owned and operated Coastal Network LLC in Bluffton.

Erica Duren has been named financial manager for Beach Properties of Hilton Head. She formerly served in the property management side of the company as the guest services manager.

To submit information, please email: afeldman@hiltonheadisland.org

THANK YOU: WE COULDN’T HAVE DONE IT WITHOUT YOU...

- All Chamber Restaurant Week participating restaurants
- The Beach House – A Holiday Inn Resort for hosting January’s Business After Hours
- Two Tomatoes for catering the chamber’s First Year Member Luncheon
- Corks, Bluffton for hosting the Chamber Young Professionals Group
- Special thanks to Skip James, director of sales and marketing at The Westin Hilton Head Island Resort & Spa, for his involvement with the chamber’s Marketing Advisory Council
- Thanks to Sean Peck, Hilton Head Quality Inn & Suites general manager for providing a tour with the Chamber VCB group sales team of the renovated hotel
- The Golf Club at Indigo Run for hosting the chamber’s Ambassador Luncheon
FEBRUARY BUSINESS NEWS:

HOME CONSTRUCTION RISE BREEDS CONFIDENCE

Confidence among homebuilders held steady in January at the highest level in nearly seven years. In November, national sales of previously occupied homes rose to their highest level in three years, while new-home sales reached a two-and-half year high.

An improving housing market has builders feeling more confident about sales, and that’s likely to kick the pace of new construction into a higher gear this year. According to a recent report from the Commerce Department, builders broke ground on houses and apartments in December at a seasonally adjusted annual rate of 954,000. That’s 12.1 percent higher than November’s rate, and nearly double the recession low reached in April 2009.

THAT’S GOOD ADVICE

IN THE JOB MARKET? PUT FACEBOOK TO WORK FOR YOU

How you position yourself on Facebook may be more important than ever, especially so if you’re in the job market. Yes, you know the do’s and don’ts of what to post, but thanks to a new tool being beta tested by Facebook, recruiters can locate talent by sifting through information from billions of users, according to Danny Rubin, News to Live By managing editor.

With ‘Graph Search,’ Facebook is giving hiring managers and recruiters a powerful strategy to locate the types of job applicants they want. To get on the radar, job searchers should include their full job title, job description, schools and civic group involvement on Facebook profiles.

SPOTLIGHT ON CHAMBER STAFF:

The chamber is pleased to announce that Wes J.T. Kitashima, CMP has joined the Hilton Head Island-Bluffton Chamber of Commerce as Sales Manager.

Kitashima, a Certified Meeting Professional, formerly served with Marriott International. Locally, he served as director of event operations and events planning at the Hilton Head Marriott Resort & Spa and director of club operations at South Carolina Yacht Club. Most recently he served as director of event planning and operations at the Atlanta Airport Marriott. For information about group sales contact him directly at 341-8360 or wkitashima@hiltonheadisland.org.

GET YOUR PLAID ON!

RBC HERITAGE TICKETS ARE NOW ON SALE
APRIL 15-21, 2013

The chamber has your ticket! Join the excitement, don your plaid and get ready with tournament badges, daily tickets and the prestigious Arnold Palmer passes. Tickets are now on sale at chamber headquarters and the chamber’s Bluffton office.

LEADERSHIP SEMINAR ATTENDED BY BUSINESS AND COMMUNITY MEMBERS

Attendees enjoyed the January Center for Service Leadership seminar. From left: Bill Miles, chamber president and CEO, speaker Mitch Hart, chairman, Hart Group, Inc. and co-founder and past president of EDS along with Ross Perot, and local CSL founder Jack Wilson.
HILTON HEAD PUBLIC SERVICE DISTRICT (PSD) announced that two staff members won annual awards from the Sea Island District of the Water Environment Association of SC. Jim Hewitt, PSD water services supervisor, was named Water Treatment Operator of the Year. Scott Moffatt, PSD water quality technician, was named Lab Analyst of the Year.

J BANKS DESIGN GROUP and their Italian project, Hotel Castello di Casole, were honored with the 2012 Boutique Design Award for Best Renovation. The prestigious award was presented in New York City by Boutique Design magazine.

WATERCOOKIES, INC., a non-profit organization with a mission to educate children, has partnered with RiverLink in Asheville, N.C., to provide nationwide awareness of local clean waterway initiatives. The organization, headquartered on Hilton Head Island, will launch its website on World Water Day in March, 2013.

HILTON HEAD AREA ASSOCIATION OF REALTORS recently announced that Linda Frank of Sea Pines Real Estate South Beach has been installed as the 2013 President of the Hilton Head Area Association of Realtors.

HILTON HEAD HOSPITAL recently announced that the hospital’s second DAISY Award was presented to Kelly Kulas, RN, for Extraordinary Nursing. Kulas, a nurse in the hospital’s cardiac catheterization laboratory, was recognized for providing great care, comfort and leadership.

COLLINS GROUP REALTY was awarded the 2012 President’s Cup by the Hilton Head Area Association of Realtors, presented in recognition of the real estate company that participates most significantly through service, time and support. Collins Group Realty was named the 2011 Hilton Head Island-Bluffton Chamber of Commerce Small Business of the Year.

TANGER OUTLET CENTER recently presented donations to three Beaufort County Service Organizations, the Bluffton Township Fire District, Beaufort County Emergency Medical Services Unit and the Beaufort County Sheriff’s Office. In 2012, Tanger also donated over $11,000 to the Keyserling Cancer Center at Beaufort Memorial Hospital.

HILTON HEAD PREPARATORY SCHOOL has been re-accredited by the Southern Association of Independent Schools (SAIS) and the Southern Association of Colleges and Schools (SACS) for the next five years. The school is the only K-12 grade school in the Hilton Head/Bluffton area with dual accreditation.

HILTON HEAD AREA ASSOCIATION OF REALTORS has awarded the 2012 Realtor of the Year Award to Neil Castellane of William F. Hilton Real Estate. KELLER WILLIAMS REALTY ranked highest in customer satisfaction among home buyer and seller segments according to the J.D. Power and Associates 2012 Home Buyer/Seller Satisfaction Study. The annual study measures customer satisfaction with the largest national real estate firms.

PALMETTO DUNES OCEANFRONT RESORT’S Robert Trent Jones Golf Course has achieved designation as a Certified Audubon Cooperative Sanctuary through the Audubon Cooperative Sanctuary Program for Golf Courses, an Audubon International program. The program is endorsed by the U.S. Golf Association.

SERVPRO OF BEAUFORT COUNTY HONORED BY RED CROSS

From left to right: Kevin Sevier, State Farm Insurance Agent; Paul Heinauer, Glasspro president; Justin and Karen Neumann, owners, Servpro of Beaufort County and Gordon Robertson, American Red Cross

JUSTIN AND KAREN NEUMANN, owners of SERVPRO of Beaufort County, were recently honored by The Red Cross in recognition of their support for the local Red Cross ‘Heroes for Fire Victims Campaign.’ The award was presented in appreciation of SERVPRO’s support of 12 Lowcountry families devastated by home fires.

“Every day we deal with people going through a crisis from fire damage to their home. We see their lives turn upside-down and they are looking for comfort, guidance and hope that it will be okay,” said Justin Neumann. “By sponsoring and partnering with the Red Cross ‘Heroes for Fire Victims Campaign’, we are not only restoring their home back to normal, but also helping with their day-to-day necessities. Helping people is what’s important to us and makes what we do have a greater purpose.”
MEMBERSHIP RENEWALS: THANK YOU!

Did You Know... The Hilton Head Island-Bluffton Chamber of Commerce has one of the highest chamber member retention rates in the nation.

20-29 YEARS
LINKS Magazine
Service Experts Heating & Air Conditioning
Sunrise Vacation Properties, Ltd.

15-19 YEARS
H & H Auto Service, Inc.
The Sanctuary, A European Day Spa
Piney Land Company
A Floral Affair, Inc.
Benny Hudson Seafood

10-14 YEARS
Smith Galleries, Inc.
Barry L. Johnson, PA
Hilton Head Weddings
Wreck of the Salty Dog Cafe
Gateway Realty
Cisco
Drayer Physical Therapy Institute
Honey Baked Ham Co. and Cafe
Low Country Nature Tours
Crescent Moon Pictures, Inc.
Golden Bear Golf Club

4-9 YEARS
Palmettoes, Inc.
Carrabba’s Italian Grill
Bargain Box
Beacon Allied Resources
Clear Channel Airports
Holiday Inn Express Hotel & Suites
Metabolic Research Center
Palmetto Sands Vacation Rentals
ValleyCrest Landscape Maintenance
High Tide & Rainbow International Restoration & Cleaning, Inc.
Panera Bread
Claude & Uli’s Signature Bistro
Pure and Simple Home Services
TJ’s Take & Bake Pizza Company, Inc.
University of Phoenix
Designs By Cleo
Creative Structures, Inc.
Marsh Point
Palmetto Dunes General Store at Palmetto Dunes Oceanfront Resort
Refreshment Services of the LowCountry
Bicycle Billy's Bike Rental

Richard Cleaveland
Island Travel
Bistro 17
Maid For You of Hilton Head, Inc.

NEW MEMBERS
Kelley Chiropractic and Wellness
Heritage Vacations of Hilton Head, LLC
Mattress Firm
Raye Neals at Stokes Brown Toyota of Hilton Head

Winston-Salem, NC is a great place to live, work, and play!

all meetings are held at:
Charm City Coffee
100 North Walker Street
Winston-Salem, NC 27101-3720
(336) 721-1703

Thank you for your support of the Winston-Salem-Johnson County Chamber of Commerce.

http://www.winston-salem.org

7 tips to surviving winter!

1. Wrap up tight - It’s easy to lose weight during the winter, so don’t forget a scarf or coat.
2. Get outside - Exercise is good for your health, so take a walk or jog outside.
3. Stay hydrated - Drinking water is important even in the cold weather.
4. Eat healthy - Eating healthy food is important for overall health.
5. Drink coffee - A cup of coffee can help you stay awake and alert.
7. Stay social - Spending time with friends and family can help you stay happy.

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Become an Omega Graphics Direct Preferred Green Partner!

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- FREE Upgrade of Select Stocks to Recycled Paper!
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- Reduced Graphic Design Fees!
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Call for details 843-342-6360

Go Green... Save Green!!!

- 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.

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

FEBRUARY 26-27

BUSINESS EXPO 2013

Hilton Head Island’s Environmentally Friendly Printer

www.omegahhi.com