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STATE OF THE REGION 2011
STATE OF THE REGION 2011:
KEYNOTE SPEAKER: GOVERNOR NIKKI HALEY

The 16th Annual State of the Region Breakfast brings important issues to the regional forefront with a real time focus on what’s happening in the Lowcountry and our state.

One of the community’s most popular events, more than 600 people attended last year’s breakfast to find out how our area leaders are tackling the biggest issues shaping our region.

Keynote speaker Governor Nikki Haley will present the opening address followed by a question and answer session with Beaufort County Council Chairman Weston Newton, Hilton Head Island Mayor Drew Laughlin and Bluffton Mayor Lisa Sulka, providing attendees with an opportunity to hear leaders address concerns that impact business, tourism and our quality of life.

New to this year’s event, you can submit your questions for our elected officials in advance via text or email. Go to hiltonheadchamber.org for more information.

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STATE OF THE REGION
Wednesday, October 12
Keynote Speaker: Governor Nikki Haley
Registration: 8:00 a.m. Program: 9:00 a.m.
The Westin Hilton Head Island Resort & Spa
Cost is $28 for chamber members $38 for non-members
Table of 8 is $224 Table of 10 is $280
Cost includes a plated breakfast
Register at hiltonheadchamber.org or call 785-3673
Q&A: GOVERNOR NikKI HALEY

CBM: State of the Region has been a cornerstone event in the Lowcountry for well over a decade. Tell us your thoughts on the “state of the region” and how the Lowcountry impacts the state as a whole?

Gov. Haley: The state of the Lowcountry and the state of all of South Carolina is strong and continuing to improve. We focus everyday on bringing new businesses here and also on creating an environment where our existing businesses will be able to make job-creating investments.

CBM: It’s been said that the RBC Heritage presented by Boeing isn’t simply a golf tournament, but part of the DNA of our community. Do you think the state now has a better understanding of its positive impact outside the Lowcountry?

Gov. Haley: Yes. We said from day one that finding a private sponsor for the Heritage was one of this administration’s top priorities - because the tournament is an opportunity to showcase our state as one of this country’s premier destinations for business and tourists - and that we shouldn’t rely on taxpayers to foot the bill.

CBM: Tourism is the number one industry for our region as well as for South Carolina. Give us your views on the state of the industry and how you plan to strengthen state support of this vital economic driver?

Gov. Haley: Our goals are simple for South Carolina: heads in beds, people in restaurants, and people shopping in our stores. It is just that simple. We appointed an absolute rock star in Duane Parrish as Director of PRT. He knows that tourism drives our state’s economic development engine, and we are ready to work around the clock to ensure our state is a premier destination for tourists from around the country and around the world. Duane understands the importance of tourism to our state firsthand and I have complete faith in his ability to highlight our incredible assets here in South Carolina.

CBM: Small businesses are the backbone of our economy at the federal, state and local level. Tell us your thoughts on the jumpstart needed for jobs and economic vitality for South Carolina?

Gov. Haley: My administration’s number one focus is jobs, jobs, jobs. And that means taking care of our small businesses -- the backbone of our economy. If we get government out of the way and give our small businesses profit margin, they are going to expand and hire new workers. I am going to ensure that we continue to make it easier and cheaper to own a business here.
The 2011 Hilton Head Island Motoring Festival and Concours d’Elegance delivers the allure of luxury, power and speed with BMW as the 10th annual event’s Honored Marque.

With its four signature events – the Savannah Speed Classic, the Car Club Jamboree, the Motoring Midway, and the foundation of the festival – the Concours d’Elegance, Hilton Head Island has set itself apart from hundreds of other Concours events across the country and become one of the most anticipated events in the Lowcountry.

“While it’s certainly a mecca for car enthusiasts, there is something for everyone to enjoy,” said Phil Capossela, Board Chairman, Hilton Head Island Motoring Festival & Concours d’Elegance.

Chamber members are being offered an exclusive rate for the motoring festival, available by purchasing tickets online at hhiconcours.com and entering the chamber-only promotional code 2011cde15.

The motoring festival will showcase more than 500 cars on exhibit from all over the world including vintage vehicles, sports cars, and motorcycles. Running concurrently with the Car Club Jamboree and the Concours d’Elegance, the Motoring Midway on Saturday and Sunday, November 5 & 6, will feature several exciting BMW displays. There will also be signature drinks, fabulous food and paired area arts and cultural events.

Chamber members are invited to attend this year’s 10-year celebration, along with 15,000 attendees from across the country. The Hilton Head Island Motoring Festival and Concours d’Elegance will be held October 28-November 6. Go to hhiconcours.com for more details on your chamber member value pricing.

The BMW R7 will be on view at the event. The prototype, manufactured in 1934, is considered one of the most important, innovative and visually stunning motorcycles ever produced.

The Hilton Head Island Motoring Festival & Concours d’Elegance was recently awarded the title of the Southeast Tourism Society’s Top 20 Events for fall 2011.
TASTE OF THE SEASON: LET THE HOLIDAYS BEGIN!

Wine, dine and enjoy award-winning cuisine at Taste of the Season, the culinary event of the year!

Get holiday inspiration and experience the innovative cuisine of top area chefs as they share their culinary fare from more than 35 of your favorite restaurants at the 22nd Annual Taste of the Season, presented by the Hilton Head Island-Bluffton Chamber of Commerce.

Showcasing the culinary skills of Lowcountry chefs, this landmark event is a tradition of excellence.

“Taste of the Season gives everyone a real taste of what we have to offer. It’s a great way to showcase our cuisine,” said Executive Chef Sean Walsh, Red Fish.

This is a holiday event you won’t want to miss! Mark your calendar for Friday, November 11, 6:00-9:00 p.m. at the Hilton Head Marriott Resort & Spa. Tickets are on sale now. For more details go to hiltonheadchamber.org or call (843) 785-3673.

Whether you’re building a new business or retrofitting an existing space, clean burning natural gas is your environmentally-friendly energy choice. Natural gas appliances not only make every day life better, they’re cost-effective to operate, generally last longer and require less maintenance. In addition to the environmental benefits of lower emissions, plus higher energy efficiency, more than 80 percent of the natural gas used in the U.S. is domestically produced.

Operating your business with natural gas can help reduce your impact on the environment without sacrificing comfort and convenience. If you want to make your business a little greener, while enjoying cost benefits, ask for natural gas. To learn more, call Parks Moss at (843) 815-8808 or Lucas Kinard at (843) 815-8816.

Chef Michael Girafesi of Michael Anthony’s, winner of “Best Cuisine” 2010.

www.sceg.com/value
IN THE NEWS:

CHAMBER PLACES LOCAL CULINARY SCENE IN NATIONAL MEDIA SPOTLIGHT

Hilton Head Island chefs were recently featured in the September issue of U.S. Airways magazine which reaches millions of travelers each month.

This article is part of a “new breed” of advertising/editorial coverage. While it has the look and feel of a traditional article, it was a partnership between the publication and our local restaurateurs who participated with the co-op advertising opportunity. To the reader, it’s simply a great article that talks about the wonderful restaurants and chefs to be found on Hilton Head Island.

The Lowcountry’s culinary scene was also recently showcased with national media in New York. “The chamber had a rare opportunity to be the guest chef destination for Conde Nast for a day and garnered tremendous exposure for Hilton Head Island,” said Charlie Clark, chamber vice-president of communications. New Yorkers were treated to shrimp and grits made and served by our own Orchid Paulmeier as part of their lunchtime line up: Editors and staff from publications and websites such as Vogue, Vanity Fair, SELF, Brides, Allure were in attendance.

The chamber also participated in a private media event with producers from Good Morning America and Fox News, as well as a lunch for international travel influencers.

BIMMER SHOWCASES HILTON HEAD ISLAND EVENT

“It’s not every day that BMW is the featured marquee at a major North American event, but that’s not all that makes the Hilton Head Concours special,” according to Bimmer magazine. “Beyond the cars, there’s the island itself, known for its family atmosphere, golf, beaches and restaurants.”

JOHNNYJET.COM SPREADS THE WORD ABOUT ISLAND’S ECO-FRIENDLY CHARM

When Johnnyjet.com talks/blogs, many travel followers are listening. The popular travel portal is read by a quarter of a million travelers each month. Johnnyjet’s blog highlights Hilton Head Island’s eco-friendly development, character and southern charm in the online September issue.

MEMBER SPOTLIGHT:
HILTON HEAD HEALTH

Hilton Head Health, the nationally known weight-loss and health retreat, has added a new state of the art Culinary Arts Center. The expansion reflects the H3 philosophy and integrated approach to overall health. “The CAC is designed to enhance the culinary experience through interactive cooking demonstrations and hands-on sessions so participants can take this learning home,” said Robert Moore, president and CEO.

The foundations for all H3’s programs are based on their 35-year, award-winning Healthy Lifestyle program which equips individuals with the knowledge and tools to make sustainable lifestyle changes.

Cooking sessions, culinary boot camp, lunch-n-learn and date night sessions will be offered to individuals, couples and private groups. For more information go to hhhealth.com.
GOOD NEWS FOR BUSINESS: NEW STREAMLINED PERMITTING PROCESS COMES TO TOWN

With a newly streamlined commercial permitting policy in place, the Town of Hilton Head Island has just made it much easier for business owners to invest in redevelopment and new project development.

According to town officials, one of the main goals of the newly refined process is to reduce review time and expedite development timetables.

“We want to create an atmosphere of assistance and encouragement for each applicant to make their project be the best design possible and approved as quickly as possible,” said Jill Foster, Town of Hilton Head Island deputy director of community development. “Streamlining the process will help encourage property owners to upgrade buildings which will in turn increase property values.”

The catalyst for the new process has been a few years in the making, according to Foster, as residents and town council in general has recognized that Hilton Head Island redevelopment is a primary issue.

The town appointed an LMO Rewrite Committee to address these issues and revise the code. Charles Cousins, director of community development, committed staff time to this eight-month effort, with input from resident volunteers Dr. Terry Ennis and Dr. Bob Gentzler, both with expertise in this area.

“The LMO had been written more for new development on large tracts, and it was becoming increasingly evident that the entire philosophy of the LMO had to change to accommodate the development needs of today,” said Foster.

Redevelopment has taken center stage recently, with announced enhancements in the Coligny corridor, the Pope Avenue area and recent reports about new development plans for the Mall at Shelter Cove property. These changes are exciting for businesses, town residents and visitors who will enjoy the benefits of new development.

More than 350 attendees from around the world enjoyed the ESTC Culinary Showcase. From left to right: ESTC Speaker Glenn Jamol, Costa Rica; Carli Adams, Asheville Convention & Visitors Bureau; Richard Edwards, co-chair of TIES, Mikael Castro, International League of Conservation Photographers.
WHO’S WHO: AND WHO’S WHERE

Steven Stauffer has been promoted to agency manager and vice president for BB&T Carswell Insurance Services, Hilton Head Island location. He previously served as sales manager for the Hilton Head Island and Bluffton area.

LuAnn Aquino, MD has joined St. Joseph’s/Candler Medical Group in Bluffton. Aquino is board certified in internal medicine and specializes in primary care. She was previously in private practice on Hilton Head Island.

Mary Doyle has joined The Sea Pines Resort as marketing project manager. Doyle previously served as an account representative for Hilton Head Monthly magazine.

Jennifer Ahrendt Thompson has joined Prudential as a financial professional associate. She will provide insurance and financial services to clients in the Hilton Head Island and Bluffton area.

Gary Davis has joined BB&T-Carswell Insurance Services as a commercial property and casualty producer. Davis has over 20 years of real estate experience.

Norman Smith has joined Foskey Heating & Air, LLC as a senior technician. He formerly served as a senior service technician with McDevitt Air in Savannah.

Dr. Keith A. Taylor has joined the staff of Senior Health Associates, providers of home based geriatric care. The company specializes in caring for seniors in long-term care, assisted living facilities and at home.

Linda Browne has joined Riverside at Belfair as leasing director. She will oversee move-in coordination services and patient placement.

Brie McCune has been promoted to office administrator for Beach Properties of Hilton Head. McCune joined Beach Properties in 2010 as the guest arrival coordinator.

Rob Gillinder has joined Harbor Light Insurance as a partner in the firm. He will be serving clients at the newly relocated Hampton Hall Boulevard location.

Kimberly Piston recently returned to La Isla magazine as business and sales manager. She will manage public relations and advertising sales.

Harry Lutz has joined Harbor Light Insurance as managing partner. He relocated to the Lowcountry from New Jersey where he maintains Harry H. Lutz and Associates, LLC insurance company.

Sam Mancuso has joined The Alliance Group Realty as a sales agent. He recently earned S.F.R. designation which qualifies him to handle short sales and foreclosures.

Pratt Reed has been promoted to sales manager at Hampton Lake. He has been on the sales team the past five years and formerly served as a sales executive with Berkeley Hall.

Shannon Baltzegra Urriola has been chosen for the sales team at Stoneworks. She formerly served as the controller for the past 10 years.

Karla Egnor has joined Stoneworks as part of the sales team. She previously assisted with custom hand painted tiles for the company.

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

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

- Big thank you to Orchid Paulmeier of One Hot Mama’s for joining the chamber’s New York media outreach event and special luncheon for Receptive Operators. Special thanks to Flowers by Sue and David Sulak and the Marriott for assistance with the media outreach event.

- Everyone involved in Prime Time; presenting sponsor SERVPRO of Beaufort Country, supporting sponsor Carrabba’s Italian Grill, Coastal Discovery Museum at Honey Horn and all new member exhibitors and guests.

- Resort Rentals of Hilton Head Island for their assistance with the (in)courage women’s blogger retreat, (in)courage is a division of DaySpring Greeting Cards, a Hallmark subsidiary. The bloggers, including two New York Times best-selling authors, have a combined social media reach of 6 million.

- All (in)courage retreat participating businesses, Lowsea Bike, Beach & Baby Rentals, Signe’s Heaven Bound Bakery & Café, One Hot Mama’s and Robert Irvine’s eat!
OCTOBER BUSINESS NEWS EDITION:

BUILDING THE LOWCOUNTRY’S TECHNOLOGY VILLAGE

Bringing new business to the Lowcountry, the Town of Bluffton is joining a non-profit, public/private development project with Clemson University called “Building the Technology Village.” The three-year project is offered through the Clemson Institute for Economic and Community Development.

Bluffton is the first of five such projects planned for non-metro areas across the state to commercialize technology and create new businesses.

“The incubator initiative is a very progressive step not only for Hilton Head Island and Bluffton but for the entire region including Savannah,” said Bill Miles, president and CEO of the Hilton Head Island-Bluffton Chamber of Commerce.

The storefront technology incubator will be located in Buckwalter Place Tech Park in space provided by CareCore National. The concept offers entrepreneurs hands-on consulting support provided by Clemson University. Resources include information on protecting intellectual property, evaluation technology, locating product development services and seed financing. It will be community-owned and operated by a non-profit entity established and supported by the Town and private investment. For information contact Bluffton Town Manager Anthony Barrett at (843) 706-4500, abarrett@townofbluffton.com.

THAT’S GOOD ADVICE

SMALL COMPANIES SPIKE SALES WITH QR CODES

Those small, squiggly squares, called Quick Response codes are popping up everywhere. And for good reason, they can drive sales directly to your company.

“QR codes were developed about 15 years ago, but are just starting to be adopted by small companies,” says Jared Smith, CEO of Talent Evolution, a digital marketing consultancy in Laguna Niguel, CA.

— Source: Businessweek.com

DOING BUSINESS BETTER

THE WEALTH REPORT HIGHLIGHTS FACEBOOK

Looking to reach the millionaire set? According to The Wealth Report column in the Wall Street Journal, you’re more likely to find them on Facebook than any other social site.

A new study by Spectrum Group shows that 46% of online users with investible assets of $1 million or more are members of Facebook, up from 26% a year ago, their use of Twitter declined from 5% to 3%, and only 19% used LinkedIn.

Age plays a role; boomers prefer Facebook more than younger investors. In addition, Twitter is largely a broadcast tool, while Facebook is more of a network builder. With this in mind, it may be a good time to optimize your businesses’ Facebook presence.

— Source: Wall Street Journal online

MEMBER SPOTLIGHT: J BANKS DESIGN GROUP, INC

J Banks Design, Hilton Head Island’s award-winning interior design firm, is celebrating its 25th anniversary this month – a monumental milestone that can be attributed to President and Owner Joni Vanderslice’s core values and business philosophy. Vanderslice believes the firm’s success is a direct result of their ability to cultivate strong client relationships and an internal culture based on growing employees and giving back.

Delivering the same service with the same passion to all projects has allowed J Banks Design to grow alongside its clients. The firm understands that service, value and execution are the most important elements of great design. Maintaining this focus has allowed them to obtain projects all over the United States and other countries.

During this anniversary, J Banks Design has planned a month-long calendar of events, daily prize drawings and will offer specials as a way to thank all supporters. For details go to jbanksdesign.com.
MEMBERS MAKING NEWS: OCTOBER

MCNAIR LAW FIRM P.A. CEO and managing shareholder David Tigges was recently named to the board of The Heritage Classic Foundation which oversees operations of the PGA TOUR’s RBC Heritage. Tigges was also named to the board of directors for the S.C. Aquarium on Charleston Harbor.

COASTAL CAROLINA HOSPITAL has received the Get With The Guidelines-Heart Failure Gold Plus Quality Achievement Award from the American Heart Association for excellence in the treatment of patients with heart failure.

THE TECHNICAL COLLEGE OF THE LOWCOUNTRY FOUNDATION board of directors has elected new officers and trustees for the 2012 fiscal year. John McCann was elected chairman; Sarah Reed, vice chairman; and Victoria Leitz was re-elected treasurer. New trustees are Jeff Bradley and Gail Quick.

ATLANTIC PERSONNEL has launched a new website at atlanticpersonnelinc.com. Now starting its third year in business, the firm has become a leader in resort hospitality staffing specializing in golf course maintenance, landscaping, construction, hotel, resort and food and beverage personnel services.

PRUDENTIAL FINANCIAL, INC. announced that Christopher L. Corkern, a financial planner with the firm’s Bluffton agency, has qualified for membership in the Million Dollar Round Table, one of the industry’s most prestigious organizations.

RMC RESORT MANAGEMENT was recognized by the South Carolina Green Hospitality Alliance for their commitment to the environment by naming five of their properties to the Green Alliance. Spinnaker at Shipyard, Southwind II, The Village at Palmetto Dunes, Ocean Cove and Sand Shares.

THE ROTARY CLUB OF BLUFFTON recently awarded Deborah Burt the prestigious honor of 2011 Rotarian of the Year. Burt has been a member of the Bluffton Rotary Club since 2007 and became a Paul Harris Fellow in 2010.

JONES, SIMPSON & NEWTON P.A. recently announced the relocation of their Bluffton law office to 7 Plantation Park Drive. The firm also has Hilton Head Island and Beaufort locations.

THE WORLD AFFAIRS COUNCIL, a non-partisan organization, has elected Don Ferguson, president and re-elected Jim Fall, vice president, Joe Carty, treasurer and Clifton Jester, secretary.

RED ROOF INN on Hilton Head Island has received a TripAdvisor Certificate of Excellence. The certificate honors top-rated lodging businesses, restaurants and attractions, as reviewed by travelers on the travel site.

WEDDINGS WITH LEAH owner Leah McCarthy, of Downtown Catering + Events, has launched an online wedding planning radio show at www.blogtalkradio.com/weddingswithleah.

THE FRED ASTAIRE DANCE STUDIO HILTON HEAD ISLAND BLUFFTON recently attended the Carolina Challenge Dance Competition in Greensboro, NC. Dance instructors Sandro Virag, Armando Aseneta and students won several awards, competing in over 400 entries.

SUN CITY HILTON HEAD announced that Alex Anselmi, director of information technology, has earned certified hospitality technology professional designation from the Hospitality Financial and Technology Professionals.

NHC HEALTHCARE recently announced that Stacy Floyd has been recognized by the National Certification Council for Activity Professionals as a certified activity director with memory care specialization.

NEW MEMBER: HIGHLIGHTS

CARRIAGE TRADE PUBLIC RELATIONS, INC. Marjorie Young 213 W. York Street, Telfair Square Savannah, GA carriagetradePR.com Carriage Trade Public Relations, Inc., the award-winning, full service publication relations agency since 1995, positions clients as the authority in their fields, and creates digital news content utilizing search engine optimization.

NEWTON WINDOW CLEANING Rob Newton 52 Crooked Pond Drive Hilton Head Island, SC newtonwindowcleaning.com Newton Window Cleaning provides professional window cleaning for both residential and commercial customers. The company provides free estimates, guaranteed service and customer satisfaction.

MOP, STOCK & BARREL CLEANING SERVICES Shannon Stock P.O. Box 23404 Hilton Head Island, SC mopstockandbarrel.com Mop, Stock & Barrel Cleaning Services is a residential and commercial cleaning company specializing in private homes and vacation rentals.

THE UPPER CRUST Marcie Zanzig 326 Moss Creek Village Bluffton, SC New location: 30 William Pope Drive, Suite 105 Okatie, SC 29909 The Upper Crust is a family-owned and operated restaurant that features a wide variety of homemade Italian-American items including hand-tossed pizzas, hot grinders and fresh pastas.

Attendees from more than 25 countries attended the International Ecotourism Society Conference on Hilton Head Island last month.
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.

30+ YEARS
Coligny Plaza Limited Partnership
Vaughn Business Systems

20-29 YEARS
Wood + Partners Inc.
Mall at Shelter Cove
ITS Classics
Walmart

15-19 YEARS
FACES DaySpa
Evergreen Pet Lodge
Ellis Construction Co., Inc.
Hilton Head Dance School/Theatre
Nexsen Pruet
Arby’s
Sea Pines Montessori Academy

10-14 YEARS
Life Care Center of Hilton Head
Flowers by Sue
Saks 5th Avenue Off 5th
Chart House
Wreck of the Salty Dog Cafe
American Red Cross
Hilton Garden Inn Hilton Head
Boys, Arnold & Company
Paragon Construction, Inc.

4-9 YEARS
Law Offices of Dean Bell, LLC
Paulie’s Coal Fired Pizza
Christine’s Cafe & Catering
Hilton Head Island Community Church
Law Office of Chester C. Williams, LLC
Strive To Excel, Inc.
Cafe St. Tropez
William Byrd Custom Homebuilders
JCM Corp.
New River Auto Mall
Coastal Carolina Hospital
Applebee’s
Ronald McDonald House Charities of the Coastal Empire
Collinson Publishing
Show Services, Inc.
Beaufort County
Moe’s Southwest Grill - Bluffton
All My Sons/ True Van Lines /Intercept
VanLandingham Rotary Club
Hilton Head Resort Four Seasons Centre
Metabolic Research Center
Wealth Strategies Group

1-3 YEARS
WJCL/Fox 28 Television
Truitt Rabun Associates
ARTworks Community Art Center
Amedisys Home Health Care
Palmetto Sound Works
DXM Marketing Group
Marine Tech Services
Brickman Group LTD, LLC
Frosty’s Italian Ices & More
Baldeagle Detailing Services, LLC
David Crand
Pino Gelato
Pirates of Hilton Head LLC
NAMI Beaufort County
IMC Resort Services, Inc.
The Oilerie Hilton Head Island

NEW MEMBERS
Atlantic Foot & Ankle Specialists
Advertising Specialty Services
Cintas Corp
Photography by Jim Crotty
Patty’s Pig ‘n’ Pitt
Strategic Communications, LLC
Uniform Work & Sport
Abracadabra Costume & Magic Shop
Hilton Head Hotels.com
i 2 Recycle
Bank of the Ozarks
Couture Boutique & Cafe
Bricks 4 Kidz
Wedding Essentials Magazine
Pamela G. Rice Amisano
Interior Motives

Attendees enjoyed the chamber’s Prime Time Special Member Appreciation event. From left: Chamber President and CEO Bill Miles, Patricia Owen of FACES DaySpa, with husband Jay Owen.

Chamber members Patrick Wright, First South Bank and Laura Conway of Oxymagic Carpet Cleaning gather exhibitor materials at the Prime Time event.
MAKE TONIGHT A SIGNATURE NIGHT

SIGNATURE PASTA MEALS, STARTING AT $10

On your next visit, try our new Signature Pasta Meals. Choose one of our hand-prepared pastas and either homemade soup or one of four fresh salads. A complete signature Italian meal starting at just $10.

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843-342-6360
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green tips
- Get your car regularly serviced.
- Say no to plastic bags.
- Use both sides of a piece of paper whether photocopying or writing.