

Lasting Impressions

SPRING, 2017



HISTORICAL CHARM.
NATURAL BEAUTY.

Extraordinary Living

Lasting Impressions

Editor's Letter

Well, hello there, 2017! Nice to meet you.

Your predecessor sure was an odd one. I mean, 2016 was VERY kind to us in so many ways, including delivering us amazing sales stats -- our median sales price was up 21% from 2015 and the total volume sold was up just shy of 50%. Fifty percent!

Then, just when we thought we were going to skip and whistle our way into 2017, Matthew visited the entire East Coast, sparing nobody in his way. Our clean-up efforts were nothing short of heroic, with golf available for play barely a week after this storm (the biggest one we've had since 1895). But not to be defeated, the entire Dataw community committed a hand to the efforts. Whether it was helping a friend rake marsh grass or lending a ladder to a neighbor in need, Matthew proved one thing above all else: Datawites are in true community with one another, and ain't nothin' gonna' stop 'em!

So, 2017, whatever you decide to throw at us, just know that together we can handle it.

We have some great plans for you, too, 2017. We will be reviewing the possibility of adding new amenities; we're surveying and studying our marketing and communications; initiating improvements for our website, email communications, and social media; upgrading to a more sophisticated CRM; traveling to ideal-LIVING shows to introduce people to Dataw Island; hosting numerous events, some as prestigious as the SC Open, and other local charity events that our members and staff enjoy supporting.

In other words, 2017, while I'm not throwing the gauntlet or testing you, I thought you'd want to know that we entered the year as strong as a community can be, and we have every intention of growing our successes even more this year. Here's to you!



Laura Q. McCarthy
Marketing & Communications



FEATURES

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on the cover...

“Back Yard Butterfly”
Color Photograph
by Denise Sullivan



COVER CONTEST *Announcement*

Would you like YOUR pup to be featured in the next edition of Lasting Impressions? Each quarter, we will announce a theme and accept submissions for member art to be featured.

Images will be selected based on how well they meet the theme that month, along with how well they capture the beauty, history, and charm of Dataw.

SUMMER THEME: *The Dogs of Dataw*



Please submit images at a minimum of 1 mb and a maximum of 10 mb to datawmarketing@islc.net.

Include your name as you would want it credited, as well as the name of your dog. *Submitting a piece for inclusion implies consent for Dataw Marketing to use your image in our marketing materials.*

Please note that all submissions will be acknowledged by reply email as “received” within two business days. If you do not receive a return email confirming your submission, please call (843) 838-3838, Ext. 8.

Interested in contributing to Lasting Impressions?
Please contact Laura McCarthy at (843) 838-3838, Ext. 8
or at datawmarketing@islc.net.

Four Innovative Ideas to Update the Look of Your Home's Exterior

by Becky Sprecher

Many homes on Dataw that were built during a certain time period have similar floor plans and exteriors. We have talked in past editions of "Lasting Impressions" about how to remodel these homes on the inside to update them for today's lifestyle. Now, here are some ideas for the exterior of your home as well.

idea #1

Creative Landscaping

gives the home of Ralph and Laura Bricker at 215 Dataw Drive the look of a cottage in the woods. Though the house is traditional Southern in style, the garden setting with its curved driveway sets it apart and makes it unique.



idea #2

Paint Your Trim a Contrasting Color

Ric and Lynn Brown's home at 147 Dataw Drive is accented in a charming way with white trim against the green siding color.



idea #3

Put In a New Front Door

Nate and Sarah Schoen at 145 Dataw Drive recently did some remodeling on an older home, and one of the first things they did is add a new front door with glass panels accented with full shutters. The effect is a more updated look that is welcoming and has an island feel.



idea #4

Install French Doors

When Joan and Bob Gilchrist bought their home at 511 Island Circle East, it needed extensive renovation, both inside and out. They opened up the rooms along the front by replacing bay windows with French doors and squaring off the casement, which added two feet to the front of the dining room and guest bedroom. Full-length shutters were added on each side of the new doors as well, which set the Gilchrist home apart.



How will you make your home "your own"? All it takes is a simple stroll through the neighborhood to get some great ideas for personalization.

Whether you're a new buyer or a long-time resident getting ready to sell, sprucing up the exterior of your home can add value to your property.

**(As with other exterior changes, consulting with the Architectural Review Board is a must before you get started.)*



Winter Welcome: Monarch Butterflies

by Tina Laser

Many travel from afar to overwinter on Dataw Island and enjoy the mild temperatures of the Lowcountry...some of these residents just happen to be monarch butterflies!

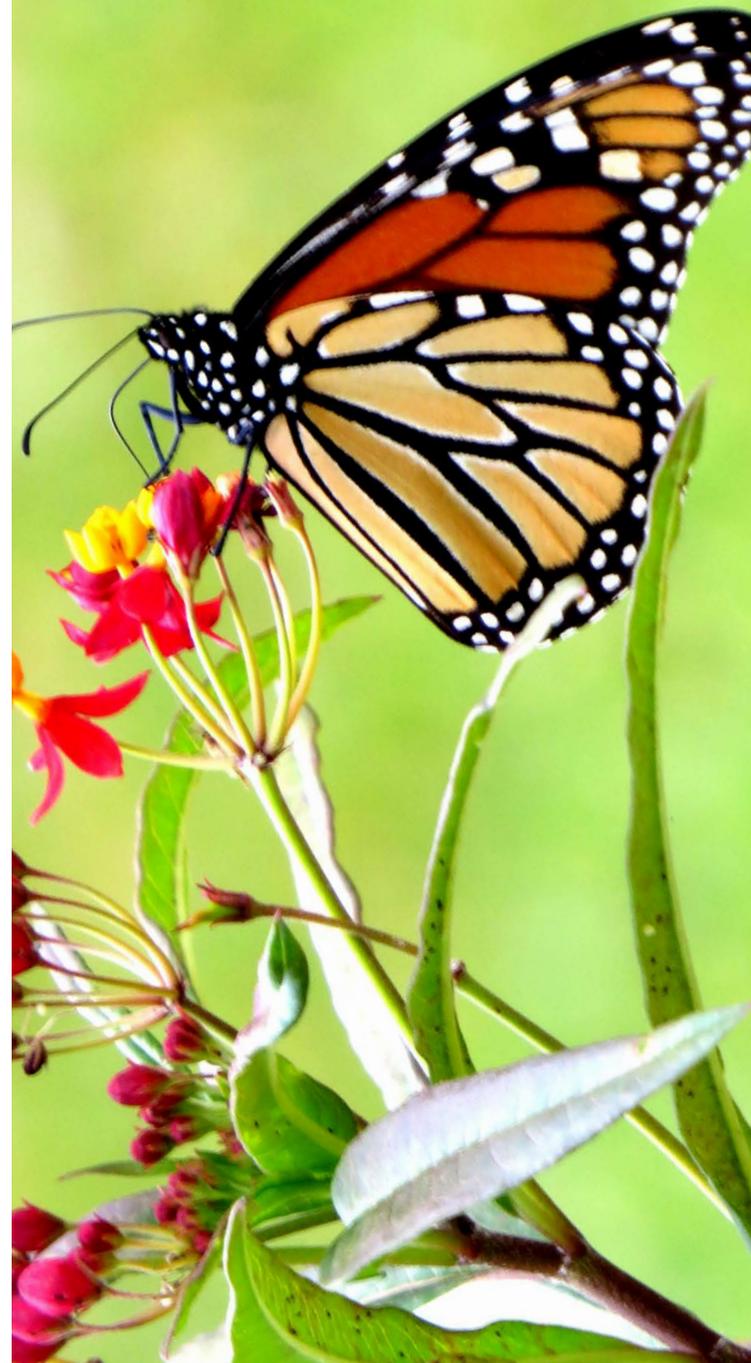
A natural phenomenon that occurs every year, monarch butterflies migrate south annually to also enjoy our warmer temperatures. The migration begins when they start to sense environmental cues in their "summer homes." Using air and thermal currents, they can fly up to 3,000 miles before arriving to their winter residence in Mexico.

Over the past several years, monarch counts in Mexico have been declining and by using tracking methods, scientists now know that there is a group of East Coast monarchs that stay right here where the living is easy. Not only do they save themselves a strenuous journey, but they get to enjoy the beauty of Dataw Island throughout the winter!

On a recent sunny Friday afternoon, I spotted some individuals with nets roaming the Butterfly Garden, and I wandered over to see what they were trying to catch. Dataw member Sandy Cartledge and her husband, George, are part of a group of volunteers participating in the Coastal Monarch Study, being conducted by the South Carolina Department of Natural Resources. By tagging monarchs throughout the winter and spring months, valuable data can be collected on monarchs that overwinter in the lowcountry.

"I come out to the Butterfly Garden and the Community Center on warm days because that is when the butterflies are most active," Sandy Cartledge describes. "But catching monarchs is not as easy as it looks!"

Luckily, volunteers are trained and certified



Clubs Within the Club

through the Master Naturalist program from the SC Department of Natural Resources. Each tag is recorded with a specific number and details about the monarch such as sex, where and when it was found, and what vegetation it was on at the time.

This is Cartledge's second season tagging after being contacted by the Department of Natural Resources asking for her help again after a very successful first season last year. The project just started last year and already more than 50 individual monarchs have been tagged on Dataw alone. The tagging begins in late November and goes until early April, with numbers this year being sparse so far. "We have tagged some monarchs and recaptured them again here, so we know that some are spending the winter with us," says Cartledge. Our proximity to water, presence of tropical milkweed plants, and location (we are within the narrow band of the migration trail down the East Coast) makes Dataw Island a favorable location for monarchs.

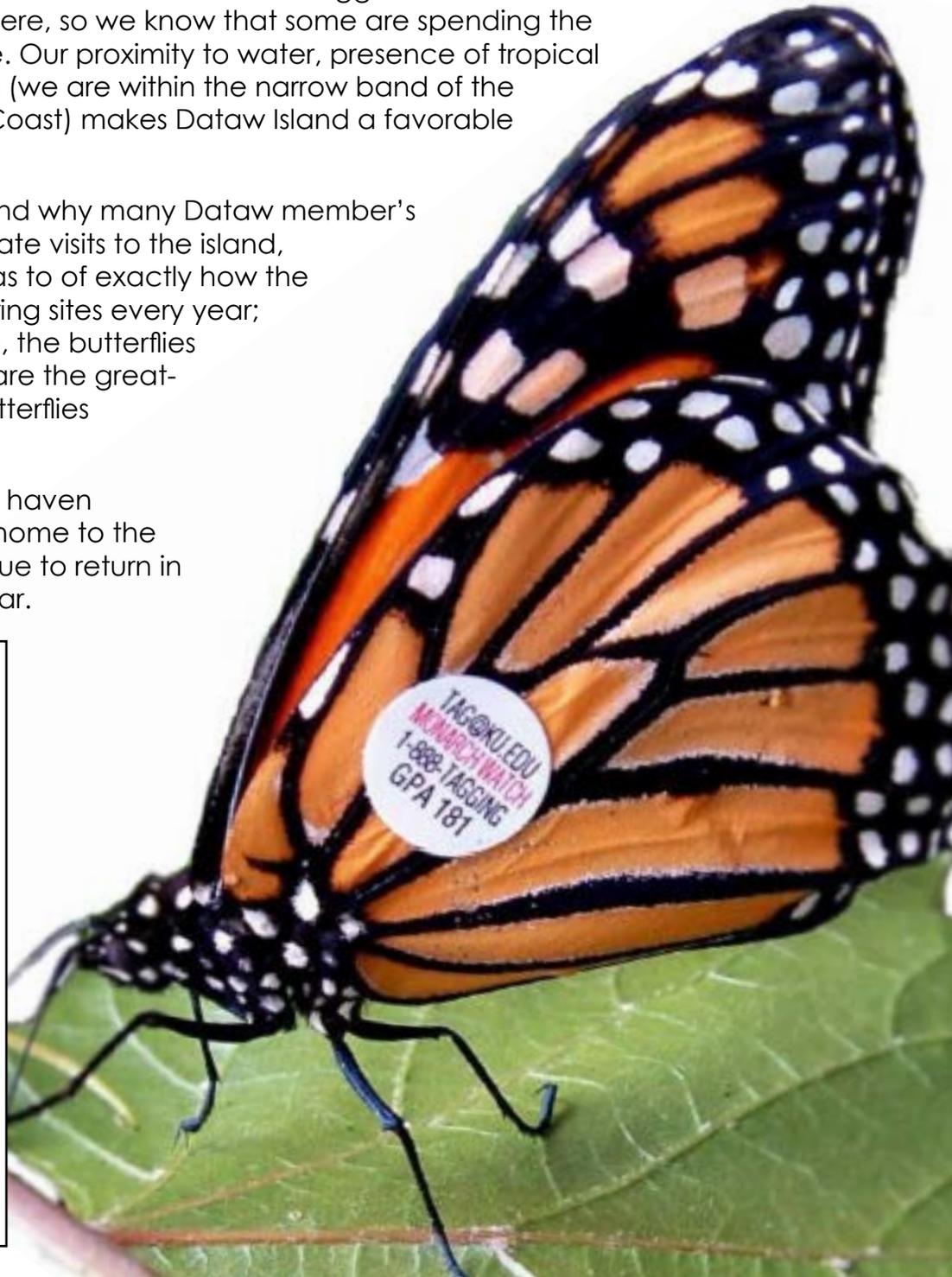
Although it is easy to understand why many Dataw member's grandchildren eagerly anticipate visits to the island, remains an unsolved mystery as to of exactly how the monarchs find their overwintering sites every year; due to their fairly short lifespan, the butterflies that return the following year are the great-great-grandchildren of the butterflies that left the previous spring!

We hope that our natural safe haven provided such a great winter home to the monarchs that they will continue to return in greater numbers year after year.

Want to get involved?

To volunteer to help maintain Dataw's Butterfly Garden, please contact Garden Club President Lenda Jablonski at mandl.jablonski@aol.com or (843) 838-0240.

If you are interested in participating in future seasons of the Coastal Monarch study please visit dnr.sc.gov. If you see any monarchs around your home within the next few months, please contact: Sandy Cartledge at 843-838-9050.



Why Are
Metal Roofs
So Popular? ?



Energy Efficiency



Many Colors Available



Long Lasting



Fire Resistant

Southern Quote

Cat on a
Hot Tin
Roof

by Tennessee Williams

Maggie Pollitt:

You know what I feel like? I feel all the time like a cat on a hot tin roof.

Brick Pollitt:

Then jump off the roof, Maggie. Jump off it. Cats jump off roofs and land uninjured. Do it. Jump.

some
Metal Roofs of Dataw





Property Lines

2016 was a very strong year for real estate sales:

- Year over year, we saw a 10% increase in number of sales (64 home sales and 17 lots in 2016, compared to 55 homes and 19 lots in 2015).
- The median home sale price was \$339,000 in 2016, a 21% increase over the median in 2015, which was \$280,000.
- Total volume sold in 2016 was \$26,079,726, compared to \$17,401,00 in 2015 (an almost 50% increase.)
- Dataw Marketing renewed the Joint Marketing Agreement with modifications to include Logan Homes as a one-third partner. Janet Johnson (Lowcountry Real Estate) and a new agent to the team, Amy Ferreira (ERA), have been named the Logan Homes Specialists and have been training with Logan and Dataw Marketing. As general brokerage agents, they will continue to promote existing home sales but will now also act as the go-to in-house specialists for Logan Homes inquiries.

	2014	2015	2016	YOY % Change
Average Price (Homes)	\$303,677	\$327,827	\$389,418	19%
Median Price (Homes)	\$279,000	\$280,000	\$339,000	21%
Total Volume (Homes & Lots)	\$20,780,252	\$17,401,400	\$26,079,726	50%

Sales as reported in Closing Paperwork

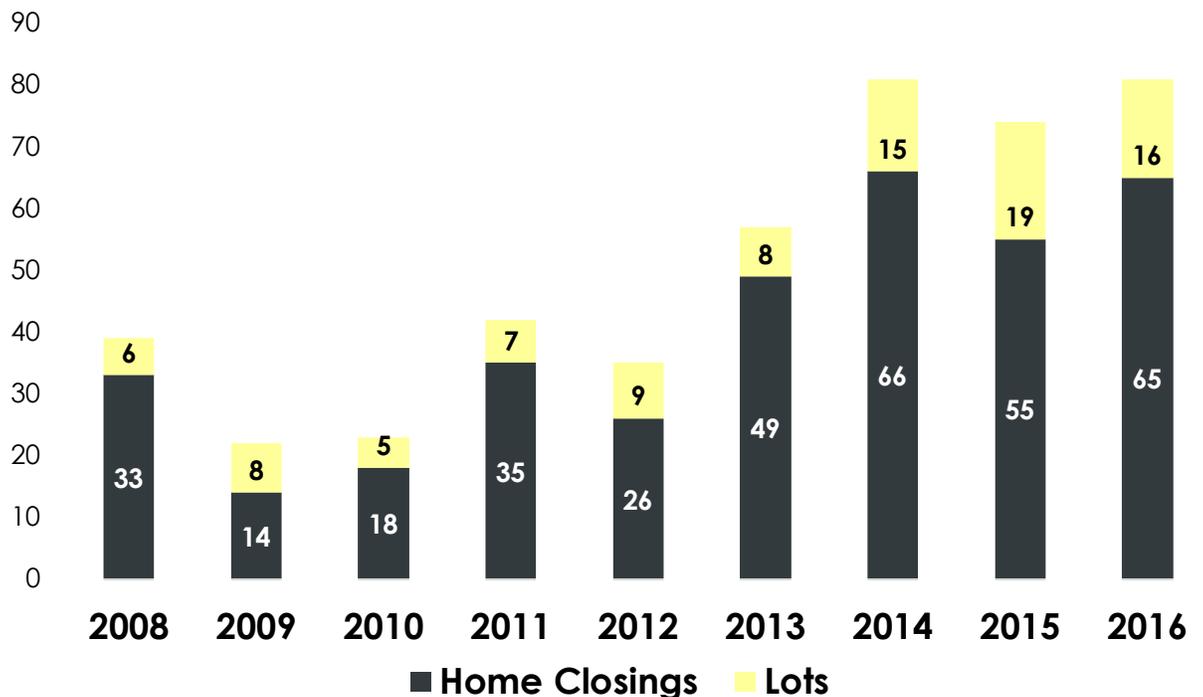
Sales Report

Also in 2016, the Dataw Marketing Committee completed phase one of an analysis and presentation of an in-depth Community Comparison. It was presented to the two boards and was summarized in Dialogue (including a link to view more detail). The 2017 Committee will be asked to work on phase two to expand the number of communities analyzed.

To facilitate real estate showings and sales, Experience Dataw visits, and members' sharing of great Dataw Island news and happenings, the following were initiated:

- We deployed a new email series called "Dataw in the News" which re-broadcasts media placements and encourages members to share.
- Sent personalized e-postcard for Holidays (with a suggestion for members to forward). The emails were coded so that each members' surname appeared on their postcard ("Happy Holidays from the [SURNAME] Family!")
- Web updates and improvements continue, with copy updates, Realtor page, and real estate listings page (see contact form "slider" on right hand side of listings page, which also now includes a live MLS feed of Dataw-specific properties.)
- Real estate meetings and trainings continue with familiarization tours for local Realtors, real estate office business meetings being hosted by Dataw (ERA, Weichert, Coldwell Banker), email communications, office visits, and more. We also extended a broader Open House initiative to be welcoming to both agents and potential homeowners on Dataw.
- Attended five ideal-LIVING shows.
- Negotiated a Bluff Villa rental during peak season to maintain inventory through lean times.
- Launched an Instagram account and continue to utilize highly-targeted Facebook ads, along with our other digital campaigns.

Real Estate Closings, by Year:



STOP INTERRUPTING ME!

Interruption Marketing V. Permission Marketing

When was the last time you were GLAD to see a commercial? (Excluding Falcons fans during the second half of Super Bowl LI...) How many times have you recorded a program so you can zip through the ads? How many pop-up ads have you clicked – on purpose?

If you're like most people, you answered Never, Always, and Not a single one!

Enter "Permission Marketing." While an old concept (with a new name, coined by Seth Godin in his book "Permission Marketing: Turning Strangers into Friends and Friends into Customers"), it had gone by the wayside with the popularity of broadcast media and the advent of the internet. However, all things old become new again, and marketing tactics are no different.

Allow me to explain. Most advertising can be categorized as what is termed "Interruption Marketing." It interrupts your TV program, tries to grab your attention as you flip through your magazines, and pops up while you're browsing the internet. In essence, it is designed to find potential consumers where they are and jump out in front of them screaming "Surprise! You don't know me and probably don't care about me, but here I am and you must pay attention to me!" (At least long enough to flip past.)

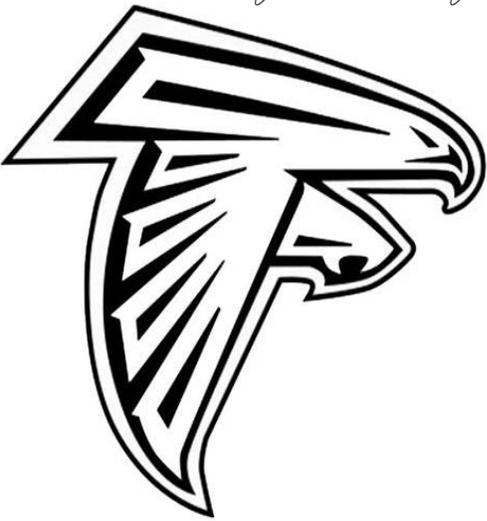
The problem with this tactic is that most of us do not enjoy being interrupted. Also, when

advertising to the masses, many assumptions are made which do not always hold true. For example, although I may flip through ESPN Magazine occasionally, I am neither male nor 30 years old (although I'd be OK if you believe the latter) -- their overwhelming demographic that they promise to deliver to advertisers.

Conversely, Permission Marketing harkens back to the old days of door-to-door sales. Someone actually visited you at your home, asked your permission to market to them, took the time to get to learn about your needs, and then presented personalized solutions based on your individual needs. The subtitle of Godin's



Marketing Message



book summarizes what is hopefully accomplished using Permission Marketing: Turning Strangers into Friends and Friends into Customers. In other words, building relationships and gaining rabid fans, with the anticipated end

result that when these now-friends are ready to become consumers, that they will choose us – a company that they now know, like, and trust.

Don't worry, I have no intentions on sending our Realtors out knocking on doors. Instead, our approach is more internet and event based. Using the tools available online we are able to highly target our interruption marketing to invite people to give us their permission to market to them. From there, we continue to touch them with soft-approach marketing messages, via social media and email. This year as we convert to a more sophisticated CRM, we will soon have the ability to survey our prospects to further personalize their experience. Using the survey technology, we can query prospects about things like how soon they plan to move. We will put them into different "funnels" depending on their answers; a couple who is 3-5 years out likely has different needs and questions than someone who is ready to move tomorrow. This information will also be freely shared with our Realtors so they, too, can best serve the prospect.

Events are also a great way for us to invite interaction. Whether it is an ideal-LIVING show or an event on-site, every touch-point is an opportunity to build and grow relationships. While some opportunities are obvious (ideal-LIVING shows) others are less so. When we host the SC Open we are surely highlighting the quality of our courses, but beyond that we aim

to welcome these guests with such gusto that they become fans of the golf courses AND the community, and return home talking about how wonderful Dataw Island is.

You may have noticed our increased use of Facebook as a place to share photos of Dataw events and the blog section of our website as a place to publish full-length articles. These are strategic marketing decisions. Search engines place value on number of visits, time on site, and shares/likes/comments. Additionally, organic shares are much more valuable because we tend to trust and pay attention to our friends more than what we perceive as paid ads.

Don't believe me? If you are cold-called by a hotel, how likely are you to hang up on them... or politely say "No, thanks."? However, when your cousin posts photos of she and her beau having the time of their lives and returns home to gush about their amazing experience at that same hotel, you are more likely to trust her review than the random guy on the phone who has probably never even stayed there himself. They guy on the phone interrupted your day; your cousin, however, was invited to share with you when you asked, "How was your trip?"

This same cousin may have also "liked" the hotel's social media pages. In doing so, she is giving them permission to market to her.

I encourage all members to be active participants in our social media and our events... Sign up to host a student during the NCAA tournament, be present at Splash to support local players, like and share our posts on social media...and tell your friends about Dataw!

(And – to all you Atlanta Falcons fans, including my husband, Rise Up! You will fly again.)

Join us!

www.facebook.com/datawisland

Springtime Fun - Calendar of Events

Having friends or family visit this Spring?
Here are some great events that they may enjoy!

Friends of the Beaufort Library: Books Sandwiched In

USCB Center for Performing Arts

The popular Books Sandwiched In (BSI) series, features local authors, well-known community leaders and Gullah experts lined up as presenters for these free events.

Monday, March 6

Beverly Porter presents When Breath Becomes Air by Paul Kalanithi

Monday, March 13

Lynn Markovich Bryant presents her book "I'm Black and I'm Proud," wished the white girl.

Monday March 20

Gene Rugala presents United States of Jihad: Investigating America's Homegrown Terrorists by Peter Bergen



Civil War Encampment at Beaufort History Museum

March 4, 9:00 am - 5:00 pm

The Beaufort History Museum will present its popular Living History in the Arsenal courtyard. Union forces that occupied Beaufort during the Civil War after the Battle of Port Royal Sound (Nov. 7, 1861) will be brought to life by more than 20 reenactors arriving from several states.

'Uncork Your Palate' World Wine Tour - Santa Elena History Center

March 15, 3:30 pm - 5:00 pm

Spend an entertaining (and educational) afternoon with ta•ca•rón proprietor & wine aficionado, Juan Carlos Jiménez, as he takes you on a tour of exotic wines from around the world. Juan Carlos, who is highly regarded for his brilliant palate and knack for finding small unheralded estates producing high quality wines at affordable prices, will introduce you to five interesting wineries and their varietals that you may otherwise never meet up with! Served with Assorted Tapas. (Cost \$20.00.)



St. Patty's Day Running Tour

March 17, 4:30 pm - 6:00 pm

St. Patty's Day Running Tour! Put on your green and come celebrate with us! We will explore Beaufort, get exercise, and have a free Guinness at Hemingway's afterwards. Must be over 21 years old to participate.

Springtime Fun - Calendar of Events



SAVANNAH MUSIC FESTIVAL

Savannah Music Festival

March 23 – April 8

The Savannah music festival is dedicated to presenting a world-class celebration of the musical arts by creating timeless and adventurous productions that stimulate arts education, foster economic growth, and unite artists and audiences in Savannah. It is the largest musical arts event in Georgia and one of the most distinctive cross-genre music festivals in the world.

The Great Egg Hunt

March 29th - April 7th (Mon -
Thur 9:00 am - 2:00 pm; Fri - Sat
9:00 am- dark, last hayride
leaves at 6 pm; Closed on
Sundays)

What's more fun than spending
a spring day on the farm?
Come join us at Holiday Farms
where you will spend time
at Haytona Speedway, The
Bounce House, The Barnyard
Zoo, and playing many games.
Everyone will take a hay-filled

wagon ride to The Egg Patch where each child will get a dozen toy and candy filled eggs to take home!
The Easter Bunny will be here EVERY DAY! (Cost \$8.00; Each participant MUST bring an empty egg carton.)



Route 66 - USCB Center for the Arts

March 31, 7:30 pm - 9:00 pm



A rip-roaring, pedal-to-the-medal road trip down memory lane featuring hits such as "Dead Man's Curve," "King of the Road," "Little Old Lady from Pasadena," "Six Days on the Road," "GTO," "Fun, Fun, Fun," "I Get Around" and, of course, "Route 66." Four snappy young pump jockeys take the audience to various stops along the historic "Mother Road" where a menagerie of characters sing and dance to timeless pop and country tunes. The '50s music in this show is energizing and fun for all ages. From the jazzy pop of Chicago, the two-stepping hoedown of Texas and the beach-bumming car jams of California — this show has it all. This is the road trip of a lifetime with solid harmonies, dazzling quick-changes, flashy dance numbers and hilarious comedic timing. "Get your kicks.....on Route 66." (Cost Adults \$30, Seniors/Military \$25, Students/Children \$10.)

Springtime Fun - Calendar of Events

21st Annual



SATURDAY 1 APRIL 1000-1400

21st Annual KidFest

April 1, 10:00 am - 2:00 pm

For the 21st year, the annual KidFest is coming to the Cross Creek Shopping Center. This fun day of FREE activities, games, prizes, crafts, and entertainment for families celebrating our children is a combined effort of both civilian and military agencies in celebration of April as Child Abuse Prevention Month and the Month of the Military Child. The event is FREE to the public.

14th Annual Soft Shell Crab Festival

April 15, 11:00 am - 5:00 pm

Local chefs will be on hand serving up all of your favorite soft shell crab dishes as well as plenty of other culinary delights. Live music by The Bull Grapes, Broke Locals and Trey's Aliens. There will be plenty of artisan craft vendors and an expanded kids' fun zone. The Beaufort's Classic Car & Truck Club will be on hand showing off their spectacular collection of vehicles. We kindly request that no pets to be in attendance at this festival. The Rotary Club of Beaufort will be having their annual crab race down Battery Creek, with an available top prize of \$40,000 to one possible winner and 10 chances to win \$5,000!

Beaufort Art Festival at the Waterfront Park

April 28 - 19, 11:00 am - 7:00 pm

Applications for booth space reservation has begun and ends on April 15th if there are any remaining spots at that time.

Live music and great local and regional artists complement the MCAS Beaufort Air Show; truly providing something for everyone.

14th Annual PORT ROYAL SOFT SHELL CRAB FESTIVAL



SOUTH CAROLINA

Meet and Greet with The Gopher Tortoise - Morris Center for Lowcountry Heritage

April 21, 4:30 pm

Learn about the only land tortoise native to the Southeast! Living in longleaf pine savannahs of Louisiana, Mississippi, Alabama, Florida, Georgia and South Carolina, the gopher tortoise lives in its dug out holes beneath the surface of the ground! Gail Westcot will explain the history of the gopher tortoise and cite fun facts while families get a chance to meet one of these intriguing creatures up close and personal.



MCAS Beaufort Air Show

April 29, 9:00 am - 6:00 pm

An annual event that's fun for all ages! Marine Corps Air Station Beaufort will host nearly 100,000 of its closest friends and neighbors at the Beaufort Air Show on April 29-30, 2017. There is no cost to the general public to attend the show and Premium Seating options are available. Learn more at <http://www.beaufortairshow.com/index.shtml>

The History and Art of Indigo Dyeing - Morris Center For Lowcountry Heritage

May 6, 10:00 am - 4:00 pm

Indigo – a part of Dataw's history! Enjoy an exclusive indigo dyeing workshop and tutorial with artists Leanne Coulter and Rhonda Davis, owners of the Daufuskie Blues art gallery. Learn the story behind this historic cash crop and its unrivaled significance in Lowcountry culture and heritage before diving in for a special hands on experience. Guests will have the opportunity to hand dye a 60 inch cotton silk scarf in a natural indigo vat, while learning about the properties and various techniques used in the indigo craft. (Cost \$8; members free. Sponsored by South Carolina Arts Commission. Preregistration required.)



Know of an exciting off-island Summer Event being held in June, July or August? Please email DatawMarketing@islc.net for consideration for inclusion.