

Lasting Impressions

WINTER, 2018



HISTORICAL CHARM.
NATURAL BEAUTY.

Extraordinary Living

Lasting Impressions

Editor's Letter

Each quarter, we choose a theme on which to base "Lasting Impressions" on. Sometimes it is obvious (our furry friends, veterans) and other times it is probable that only our editorial team knows how the stories are woven together.

For this edition, we chose the theme of "sharing." You'll read about ways members share their time and resources with charitable organizations, one member shares her inspiration for renovating one of the popular models that ALCOA built on Dataw, and, from yours truly, you'll read about ways that you can help share our wonderful island with people this holiday season and beyond via social media.

Speaking of the holiday season, we also look at a new way to share a cause with a twist on gift-giving -- donating to a non-profit that your loved one would like to support. We'll give you some ideas of organizations that make this easy, and fun!

As I write this, I am getting ready to share in some of my personal favorite traditions... The

turkey should be thaw and ready to stuff in the morning, I'll tune into the Macy's Thanksgiving Parade and later will succumb to an assured turkey coma while drifting off during football. And, as is tradition, whether I need to or not, I'll call Mom for advice on stuffing "the bird," and if I'm lucky, Dad will jump on the speaker phone to crack a few jokes (my favorite years are the ones we spend together, and Dad makes the bird sing and dance!). And, a somewhat new tradition, we will deliver dinner to some of our First Responders.

It's funny how sharing is one of the easiest things to do, but we can get so busy that we forget how good it feels to brighten someone else's day. I hope you enjoy what we have shared on the pages of this magazine as much as we have enjoyed putting it together, and, I hope you will consider sharing it with a friend!



Laura Q. McCarthy



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on the cover...

"Groundbreaking"

Habitat for Humanity and Dataw Island break ground for the Dataw 2 Home Build.

by Holly Mason



COVER CONTEST *Announcement*

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

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.

SPRING THEME: *Spring Cleaning*

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 title of your art. 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) 379-3056.

Interested in contributing to Lasting Impressions?
Please contact Laura McCarthy at (843) 379-3056
or at datawmarketing@islc.net.

Sharing the Joy of the Season

WITH OUR DATAW ISLAND STAFF

Guest Column by Steve & Anne Schmitt

'... we hope you know how much this means to us.'

'... you have just blessed my family this Christmas.'

These are but a few of the comments John and Dena Dardzinski recorded last December as they handed out the checks from the Employee Holiday Gift Fund at the annual employee holiday party. John and Dena dedicated November 2017 to writing the Island about the fund, gathering checks from the drop off points, sending email reminders, and cajoling the residents into sharing with our great staff.

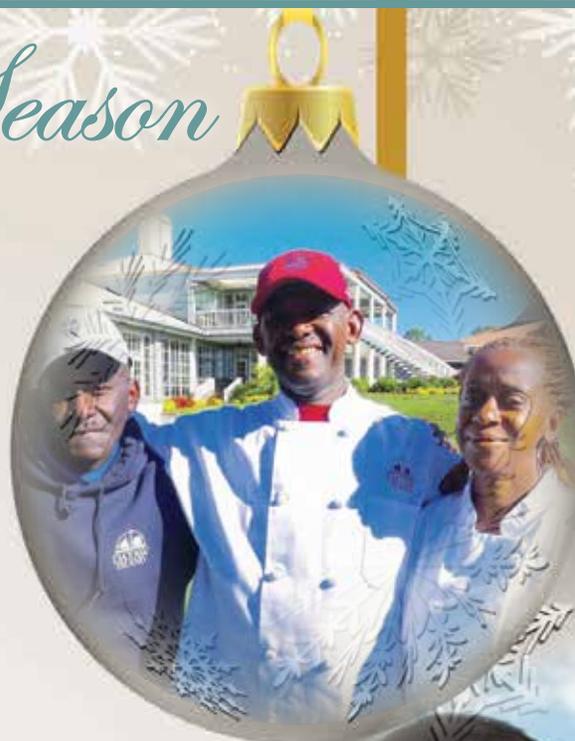
The EHGF was started in 1998 by then DIOA president Earl Dietz as a way to reward our loyal employees for keeping Dataw Island beautiful and running smoothly. Since all contributions are voluntary, and come from the heart, they can be distributed as tax free bonuses. All employees, other than the department heads, are eligible based on a formula which recognizes earnings and tenure. Dataw Island is a good employer who takes care of the staff with medical, dental, retirement savings (401K), and other benefits, but there is nothing like the feeling of a tax-free December surprise, donated by the residents.

This year, Anne and Steve Schmitt were honored to be chosen as the 2018 EHGF coordinators. As we go to press, they are closing in on the goal of another \$100K year, with more than 650 households contributing.

The bonuses give the employees extra purchasing power at this time of the year. Karen Coaxum, in the kitchen, is focusing on some much-needed tires, as well as extra goodies for her four "grands." James Stanofski, in golf operation, has five kids, 'Need I say more?'. Sara Bruns, at the tennis center, has two girls in college and a boy in high school. Kayla Bryan, in accounting, is disciplined and thinks she'll put it aside for a rainy day, while Nick Barnes, also at golf, is saving for next year's new car. Natasha Saunders, in the pub, is hoping to do some extra Christmas shopping with her three daughters. Also in the pub, Dashae Middleton plans on presents for his brother and sister, and especially his Mom.

Sharing with others is a common theme. Henrietta Goode, in the business office, 'adopts' a couple of Beaufort neighborhood kids each year, and tries to make their Christmases extra special. She uses her bonus to do good.

We all know that all one hundred plus employees recognize us, because they always wave. This time of year they're also waving to say 'Thank you Dataw'. Moreover, we thank them.



Enhancing the Elliot

Exciting renovations breathe new life into a popular Dataw Design



by Becky Sprecher

When Janet Beaudoin opened her front door one morning in Newburyport, Massachusetts and found a snowdrift three feet high, she knew right then and there that it was time to move South. She and her partner, Chuck Olney, had already succumbed to the Lowcountry's charms when they visited friends on Bray's Island, but when they drove across the bridge into Dataw, they knew this was where they wanted to be. "We had looked all over Florida and Georgia. It's a little like looking at colleges and finding the right campus," said Janet.

Another point in Dataw's favor was that one of Chuck's college friends, noted South Carolina historian Larry Rowland, lived on the island as well. "At that point, all we needed to do was find the right house," said Janet. Eventually, they settled on an Elliot model on Long Field Drive.

While Chuck had already retired from his career in general surgery, Janet continued her job as Manager of Peri-Ops Surgery at Beverly Hospital, which is about thirty miles north of Boston. "When I was still in nursing up in Massachusetts, I didn't mind certain aspects of the house when I came to Dataw on vacations," says Janet, "but when I got here full time a couple of years ago, I



knew I needed to do something special to it for my own enjoyment. We liked the floor plan of the Elliot, but since there are a lot of these models on the island, making ours stand out would make it easier from a resale point of view."

Shortly after they moved in, she began tearing pictures out of magazines and putting them in a file for future ideas. Just before retiring, she interviewed contractors, allowing plenty of time to get on the schedule for a project. "Other than researching ideas, forming a relationship with a contractor was the single best thing I could have done, because I was not in a position to do my renovations all at once," said Janet. I knew that I was going to have to spread them out over several years, so I let my contractor know that and brought him in on my planning process. That way, he was able to put me down on his schedule for the following year."

Working collaboratively was important as well. "I would get out my folders of pictures and run my ideas by him," said Janet, "then he would vet the ideas, make suggestions, and recommend places that I could go to check out different products. We worked well together and it has been mutually beneficial. He has a reliable customer, and I can plan my schedule around the projects."

One of her biggest pet peeves was the popcorn ceilings throughout the house. "I simply didn't know what to do with





them until one night, I was over at a neighbor's house and saw the tongue and groove ceiling in their kitchen. That set off my imagination, and I came up with the idea of bleached pine." Using the lighter, bleached color allows for the distinctive custom look of tongue and groove without being too dark and heavy.

Another big project was updating kitchen, where a two-tiered island was replaced with a single level granite slab, curved at the outer ends for easy seating. And she wasn't afraid to use color, either. "My walls are not that tall, so when it comes time to sell, I figure

that someone can get their arms around that project fairly easily," she says. All new stainless appliances complete the look. Another important detail that is both reasonable and easy to install is the wainscoting in the dining area. "The use of wood molding makes the dining area feel a little cozier," said Janet.

Another item that will add value when it's time to sell the home is the addition of a closet to her study, making it a possible third bedroom. Built-in shelves on either side of a closet closed off by a sliding barn door make this a fully functional dual-purpose room. And the use of a rich dark blue on one wall enhances her Lowcountry artwork. "I like to use Benjamin Moore paint for their



richness of color," says Jan. "And when you go to Grayco to look at the paint chips, ask to see the full range of colors that are in notebooks behind the desk. They'll cut off a piece for you."

For this retired nurse who has spent a lifetime caring for others, renovating her home has been a gift she has given to herself. The last time we saw Janet, there were still trucks in her driveway. "It's really gratifying to do this," she smiled, "and I have more projects lined up for the future—particularly in the yard." Her home is a labor of love, and when the time comes, future buyers will know that as well.

SHARING TALENTS & TIME WITH LOWCOUNTRY HABITAT FOR HUMANITY



by Holly Mason

Whether you know how to strike a nail, manage a team, or anything in between, Habitat for Humanity is a great way to share your talents with others. Dataw Island members raised the funds (and supplied some of the labor!) for a full sponsorship to build an entire house with Habitat for Humanity, and just recently have done it again!

"Dataw 2" is being constructed in Mossy Oaks, thanks to the generosity of Dataw Island members and a land donation from the City of Beaufort. Not only sharing their donations, but also sharing their talents and their time. Time. Time that could be spent playing golf or tennis, or hanging out with friends or family; but they choose to volunteer.

To many, sharing their time and talents not only benefits the less fortunate, but also helps them to feel good about themselves; giving back and doing something for the greater good just feels good. Plus, isn't sharing

Clubs Within the Club

and paying it forward what life is all about?

Dataw member Dan Barton also chairs the Habitat board, and members Bobbi and Bill Weber chair the Dataw 2 house. Having moved here in March of 2009, the Webers started volunteering later that same year and have been doing so since.

"Dataw has such a generous membership," Bobbi Weber said. "We raise money through all kinds of events, like the upcoming Resolution Run. Because of the generosity of our neighbors and friends, Habitat is already looking forward to launching a Dataw 3 house."

With multiple divisions like the ReStore, Construction, Fundraising, and Donations, the Lowcountry Habitat for Humanity's success is dependent on an array of people who come forward and share their talents in the area of their choosing.

If you would like more information on volunteering with the Lowcountry Habitat for Humanity, please visit <http://lowcountryhabitat.org/volunteer/>. For a list of several organizations that other Dataw members regularly volunteer with, please visit the member log-in side of www.dataw.com and choose "Sports & Rec" and then "Clubs and Organizations"; from the public side (no login required) visit www.dataw.com/rec-involvement.



...in lieu of Gifts

by Laura McCarthy

What do you get the person who has everything?? 'Tis the season to pore over the shelves, scour the internet, ask for "hints" from your family members – all in a quest for the perfect present.

There are an increasing number of organizations that allow gift givers to make charitable donations on behalf of others, but some of us more old-school gift givers have wondered if it was welcomed and acceptable.

Thankfully, the Emily Post Institute says it's perfectly acceptable. "Just do it for the right people," says Peter Post great-grandson of the etiquette maven Emily Post and the director of the Emily Post Institute. "What can be appropriate for one person can be inappropriate for another."

"I prefer to give donation type gifts to adults," says Dataw member Laura Bricker. "There are so many needs in this world and we have been given so much. If we could each share a little bit, there might be a lot less need on our planet."

Bricker and her husband have both given and been the recipients of "donation type" gifts. "We were so thankful that someone considered what was important to the person that had passed on or to our family."

This sentiment is shared by many. And, with the multitude of options, you are sure to find a cause or an organization that the recipient would want to support.

One thing Bricker cautions is to consider the recipient and their needs and wants. "In my opinion, there are times when giving something directly to someone in need (or REAL want) is better to both parties than to a global donation." If the recipient has a real desire or need for a tangible "something," a donation gift may come off as thoughtless, but, if you know the person and their needs/wants, you can use your best judgment as to whether a donation gift or a material gift is most appropriate.

Not sure where to start? Visiting a site like charitynavigator.org will help you gather information on nearly a million nonprofit organizations registered with the Internal Revenue Service, including financial health and what portion of your donation will be used where. If you have a lot of recipients with different interests, consider a website like Just Give or Network For Good, which allow you to donate to a number of organizations from one platform, making your year-end tax processing easier. Last, reach out directly to local organizations to see what their needs are and to learn their preferred way for you to donate.

Whether saving the snow leopard or supporting the arts, contributing to a library or medical research, sponsoring the purchase of a cow or feeding a child, supporting historic preservation or planting a tree – if you know the recipient well enough to know what makes them "tick," a donation type gift may be perfect. As an added bonus – you never need to worry about return lines!

Property Lines

Choosing Our Market Part One in a Series

As we wrap up 2018 and look towards 2019, the budget process is almost complete, and hence, the Marketing Plan is also almost complete. To develop the plan, a number of factors are examined, including (but not limited to) from where new members have joined us; what the Dataw membership needs are (ie, gaining/replenishing members who will be able take full advantage of our amenities); and, the needs of home sellers.

The function of Dataw Marketing is to promote the community (not individual homes) and more specifically – to expose Dataw Island to the people who are most inclined to be a good fit for Dataw. However, there are a lot of “correct answers” to the question. “To whom should we market”? Today, I want to spend a little time exploring target markets and why we choose to narrowcast our marketing.

Dataw Island boasts a wide range of price points, home sizes, and home styles. While this is fantastic for the buyer, it can prove to be a marketing challenge. For example, it is important to market to the buyer of the million+ dollar properties, and the \$200k buyers, and every segment in between. Furthermore, we have small homes, big homes, villas, new homes, existing homes, renovated homes, homes ready for an update, homes with deep water access, homes with golf views, nature views, water views, single story, two story, southern cottage, modern, contemporary, Tuscan – whew!

And as far as amenities go, we can

accommodate golfers, tennis players, croquet players, those who enjoy working out, swimming, running, cycling, kayaking, boating, dining and attending social gatherings...the list goes on.

It used to be widely accepted in marketing and sales that consumers have to see or hear a product name seven times to remember it; now, with the deluge of advertising that we are exposed to constantly, it has been stated that consumers must see or hear about something as many as 22 times.

So, what does this mean for marketing? While you could make a case to concentrate on any – and all – of these sub-markets (specific amenities, specific home size/locations, etc.) for segmentation and target marketing, each sub-market requires a tremendous amount of time and money to properly penetrate it. This makes it even more important to narrowcast our marketing efforts; rather than casting a wide net and hitting more people less times, it is wiser to focus on a narrower audience and try to reach them multiple times.

To accomplish this, I try to match our needs with the correct media placements, and I couple our traditional ad buys with our digital. Traditional media, like magazines, provide demographic overviews of their readers, often including extensive surveys that include questions like “How often do you play golf?” and “How soon do you plan on purchasing your next home?” I try to choose media that will reach our most likely buyers and combine that with online marketing, which has become very sophisticated and is more trackable and more highly targeted than print media. Not only can

Marketing & Sales Report

we pinpoint our avatar geographically, we can designate certain interests, income levels, age, gender, and – the one I love the most – interest in buying real estate in the near future!

In addition to viewing lead source of our members, I also look at from where they came geographically, and a handful of other metrics. One of the more interesting real estate-specific metrics is examining how well Dataw Marketing is serving our home sellers. To analyze this, I periodically compare the homes on the market to the homes sold. Specifically, I break down ALL sales as one “pie” and ALL homes on the market as a second pie. If we are reaching the right mix of buyers representative of our various price points, these pies should be nearly the same.

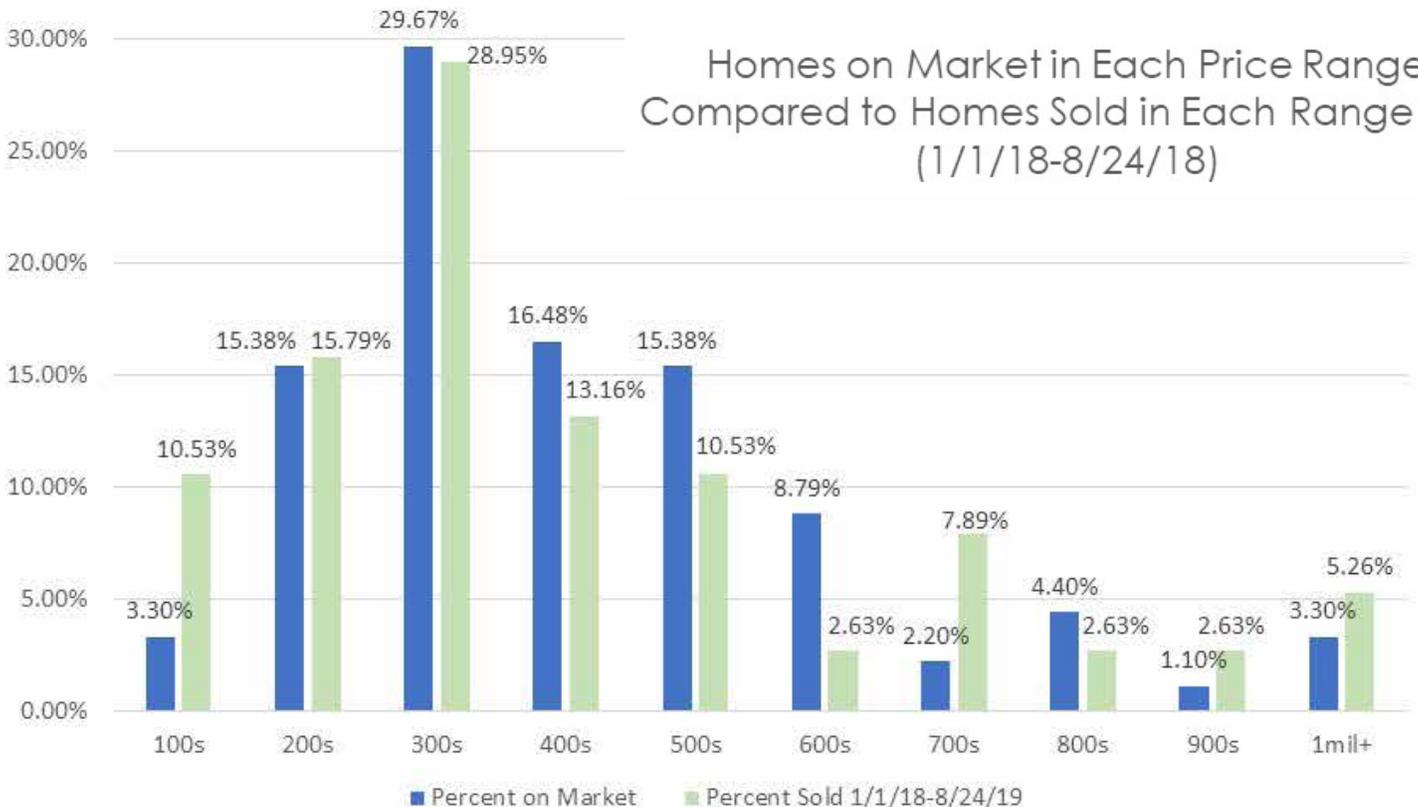
Looking at the chart below (produced Aug. 24, 2018), for example, you will see that 15.38% of the homes on the market were in the \$300K range, and 15.79% of our sales year-to-date were in that same range. You may note that the next largest disparities are in the \$600s and \$700s, but that they are the inverse of one

another – were you to combine these two small-sample-set categories into one, together they equal out to 10.99% of homes on the market and 10.52% of homes sold.

With a small sample set, you should expect to see some variations, which we especially see in the lowest and highest ranges, which tend to be outliers given their small sample size. Also, homes on the market will fluctuate from one month to the next, providing additional variables. The disparity in the \$100s is somewhat of an anomaly, as we do not have many homes on the market in this range, however, when they do become available buyers recognize a value and they get bought up faster than homes in the higher price points.

Overall, our sales are reflective of available inventory, indicating a healthy and appropriate mix of buyers.

Stay tuned to our upcoming newsletters for additional information on “Choosing Our Market”!



I ♥ Social Media



Sharing on Facebook, explained. On Facebook, when you hover over the “thumbs up” these options pop up:



Like – Clicking on the “thumbs up “ button to “like” a post indicates that you found it interesting and agree with the content.



Love – Loving a post is exactly what it sounds like – use this when you REALLY agree strongly or it warms your heart.



Haha – The Laughing face indicates you found a post humorous. (Use with caution! Laughing at something that was meant as serious makes the other user feel like you are laughing AT them.)



Wow – The Wow face is used when you find the content shocking or surprising; can also be used to express wonder and awe.



Sad – The crying Sad face means you empathize with the person who posted the content or that the content makes you sad.



Angry – The steaming Angry face is the closest we have to a “dislike” button – often used with empathy to express that the situation the person is describing makes you boil inside, but can also indicate the post itself makes you angry.



Share – On Facebook, “Sharing” a piece of content rebroadcasts it from its original location to your own page (or a business page you manage.)

The magic is in the share!

Why? Sharing allows all of your friends and followers to see the content without having had to first subscribe to the page. Additionally, a “share” works much like a referral. When you share content from Dataw, your friends see it, and if they have questions or were considering a move to Dataw Island, they now know who to ask!

Cross-Share – Some platforms, such as YouTube and blogs, allow the user to share content on many different platforms. Clicking the share button will trigger a host of logos to pop up, and you can choose to share via email, Facebook, Twitter, and a number of other platforms.

Winter Fun - Calendar of Events

Having friends or family visit for the holidays?
Here are some great events that they may enjoy!

Annual Festival of Trees

December 4-6

Come see the decorated trees! We will be open to the public and for school tours. General Admission is \$5 for adults and \$3 for children. The Festival of Trees, benefiting Friends of Caroline Hospice, is one of Beaufort's beloved holiday traditions. Open Dec 2nd-8th. Gala, Dec 6th.

The Tabby Place at the Beaufort Inn, 913 Port Republic St, Beaufort, SC 29902.

FriendsOfCarolineHospice.org/events



Beaufort Holiday Weekend

December 7 - 9

A Family friendly weekend celebrating the holiday season! Join us downtown Beaufort for a weekend of holiday cheer featuring local choirs, dance groups, community organizations, parades and the annual Christmas tree lighting. This event offers something for everyone: entertainment, food, and the opportunity to experience great downtown shopping and dining. This is a free event open to the public!

Friday 12/7 6-9pm – Night on the Town, Downtown Bay street and surrounding blocks

Saturday 12/8 6pm – Light Up The Night Holiday Boat Parade – Henry C. Chambers Waterfront Park Promenade @ The Beaufort River

Sunday 12/9 3pm – Beaufort Christmas Parade – Downtown, (Boundary, Carteret, and Bay St.)

<https://www.facebook.com/events/330472490845437/>



Parris Island Marine Band Holiday Concert

December 8
3:30 pm

Music lovers, make plans to join the Parris Island Marine Band for their Let the Bells Ring! Holiday Concert at Battery Creek High School's Performing Arts Center on December 8 at 3:30pm. An annual favorite, the group will

again be performing a variety of seasonal favorites in a magical concert that is free for all ages.

<https://www.facebook.com/events/290208878280217/>

Winter Fun - Calendar of Events

National Wreaths Across America Day

December 15

12:00pm

Join us for the Wreaths Across America presentation at the Beaufort National Cemetery. On this wonderful day Your donation of \$15 will purchase a Wreath to be placed at the base of one of our Veterans Headstones. This Event is open to the public. Purchase your Wreath soon so we can order them in time, they are all handmade in Maine, just call (912)-313-1506 to order. Plan to be there early to witness the wonderful procession into the Cemetery. Donate by phone, credit card acceptance will be up operating soon. Event starts at 12 p.m., 1601 Boundary St, Beaufort.wreath.fastport.com



WREATHS ACROSS AMERICA
REMEMBER • HONOR • TEACH

NO PRISONER IS
REMEMBER THE FALLEN,
HONOR THOSE THAT SERVE
AND THEIR FAMILIES... AND
TEACH OUR CHILDREN THE
VALUE OF FREEDOM

CEREMONY & WREATH PRESENTATION
BEAUFORT NATIONAL CEMETERY
DECEMBER 15TH, 2018
12:00PM • OPEN TO THE PUBLIC
FOR SPONSORSHIP CONTACT DAVID (912) 313-1506
WWW.FACEBOOK.COM/WAAREALFORTEC • WAAREALFORTEC@OUTLOOK.COM

pepsi SOUTHERN easyFM93.7 LOWCOUNTRY 1000 The Surf

GRAPHIC & PRINTING DONATED BY: TONY'S GRAPHIC & PRINTING

ADULT \$15 EACH



The Nutcracker

December 16

8:00 am - 5:00 pm

MUSCB Center For The Arts, 805 Carteret St., presents THE NUTCRACKER! Enjoy an evening of magic with this community children's performance of the classic holiday ballet. 7 p.m. Adults \$20, Senior/Military \$18, Students/Children \$14. For more information, (843) 521-4145.

uscbscenterforthearts.com

The Pelican Plunge

January 1

The Pelican Plunge on Hunting Island State Park is a New Year's Day tradition to benefit the Discovery Carolina program. Not only is there the plunge, but you should see the costumes! Once the plungers come out of the water and warm up by the chimenea fires, there are hot beverages, a costume parade, beach music, and many other activities. The proceeds from personal and team pledges benefit Hunting Island State Park's Discover Carolina program, a hands-on, curriculum-based instruction program for students in the Beaufort County schools.

friendsofhuntingisland.org



Winter Fun - Calendar of Events

Beaufort International Film Festival

February 9-10

The 13th Annual Beautiful International Film Festival! The festival offers five days of fun and thought-provoking events and series to provide the sea island community with a commitment to entertainment, outreach, and education through film. Enjoy movie watching and star gazing all with the beautiful backdrop of the marshes of the Carolina Sea Islands. Come experience what has been called by many as the "best little film festival in the southeast."

beaufortfilmfestival.com



Annual LowCountry Home and Garden Show

February 19 - 25

The Annual Low Country Home & Garden Show, celebrating its 19th year, returns to the Savannah International Trade & Convention Center, 1 International Dr. We can help you get your Projects Solved! The entire Savannah International Trade and Convention Center will be completely transformed, for one weekend only, into a Home and Garden Extravaganza. From the front door to the backyard you'll find it all at the Low Country Home & Garden Show.

www.savannahhomeandgardenshow.com



— 19th Annual —
**HOME &
GARDEN
SHOW**
— LOW COUNTRY —

12th Annual Hilton Head Island Seafood Festival

February 18 - 24

The Hilton Head Island Seafood Festival is a family friendly, week-long culinary and cultural tourism event, where top chefs, mixologists, sommeliers, local seafood, artisans, live music and wildlife come together. The 12th annual Hilton Head Island Seafood Festival, hosted by the David M. Carmines Memorial Foundation, a 501c3 non-profit organization helps raise money for other non-profit organizations including the Coastal Discovery Museum, Island Recreation Scholarship Fund, Waddell Mariculture Center, Port Royal Sound Foundation, Gullah Heritage Museum and Medical University of South Carolina..

hiltonheadseafoodfestival.com

