

Lasting Impressions

WINTER, 2019



HISTORICAL CHARM.
NATURAL BEAUTY.

Extraordinary Living

Lasting Impressions

Editor's Letter

Happy Christmahanakwanzika!

Whatever holiday(s) you choose to celebrate, I think we can agree on one thing -- this time of year is full of outstretched hands eager to receive a share of the generous outpouring of support that is being distributed.

It does make me ponder why it is that so many organizations choose winter to ask for our support. Is it the winter-chill-induced pity for those standing outside with buckets that makes us more generous? The overwhelming humility and blessings we feel when we stop to reflect on our own over-consumption? Could it be that we're trying to squeeze in what we need to maximize our taxable charitable giving? Or maybe... maybe there really is something magical about the joy and wonder of the season that warms us like hot apple cider.

Many employees of Dataw Island will agree when I say the members are what make this a great place to work. It is truly humbling to be thought of, like family, at the holidays. The love

that is baked into every dozen cookies at the Holiday Luncheon tastes sweeter with each bite; the outpouring of gift items is amazing; and, your generous contributions to the Holiday Gift Fund for hourly employees is simply breathtaking.

The inspiration you provide motivates us to pay it forward. After all, being a joyful giver is what it is all about, right? "We make a living by what we get, but we make a life by what we give."

Thank you, members, for reminding us about this tenet of living, now and all throughout the year. Whether raising money for veterans or cancer, making baskets or backpacks, helping kiddos or kittens, your generosity is truly motivating. This edition of "Lasting Impressions" is dedicated to YOU.

Laura Q. McCarthy

Laura Q. McCarthy



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on the cover...

"Pledge the Pink"
Color Photo
by Beach Photography



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: *Natural Beauty*

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.

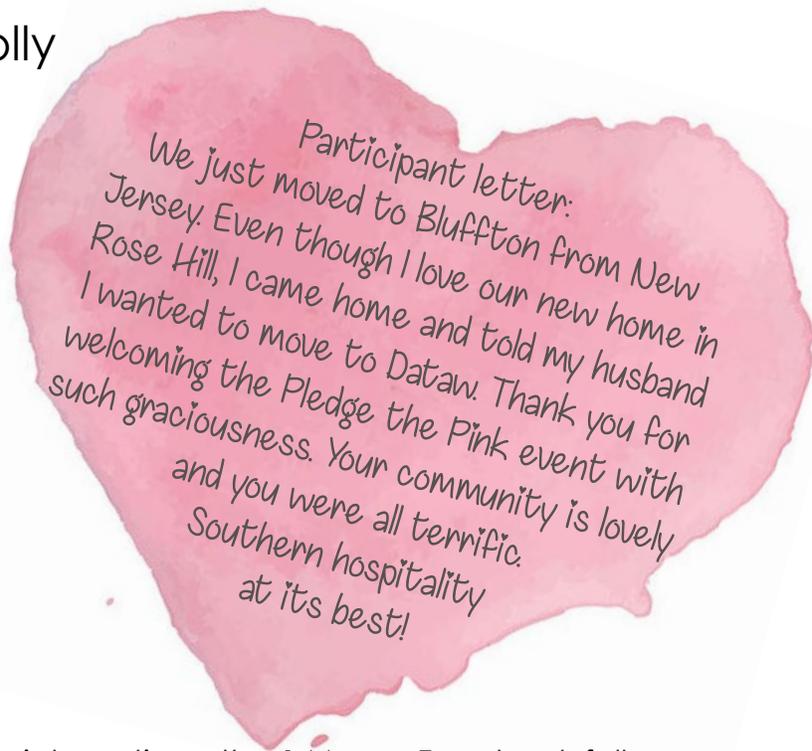
Interested in contributing to Lasting Impressions?
Please contact Laura McCarthy at (843)379-3056
or at datawmarketing@islc.net.

Pledge the Pink: Dataw Island Rolls Out the Pink Carpet

by Laura McCarthy; photos by Holly Mason, and Beach Photos HHI

Thank you once again to all the volunteers who made the 1500-person "Pledge the Pink" walk a huge success. The participants absolutely loved Dataw Island and even voted us their favorite island!

The greatest impact from Pledge the Pink was undoubtedly produced by our member volunteers, who extended a very warm welcome to attendees. Time and time again, we heard at the Marketing Tent that Dataw Island members have been the best hosts that the group has ever encountered. This was exemplified by the 82 emails sent to us after the fact, the hundreds of Facebook



interactions, the 144 new Facebook followers, our reach of around 50,000 people on Facebook, and, the numerous inquiries we had about real estate.

We had no less than 10 people who showed a genuine interest in real estate. Two of the couples were from Colorado and were very impressed with our affordable dues and amazing amenities, stating that their home community is much more expensive and pales in comparison. We also had at least four ladies



Community

tell us that they had looked online at property and told their husbands to do so as well – one was back on Fripp, one in CO and two in CA. One stated she told her husband to look up the Bluff rentals so they could come stay a month and look at property. Another attendee sent us a follow-up note stating she purchased in another local community recently but now wants to move to Dataw Island.

We host events on Dataw Island for various reasons: some drive revenue, some create brand awareness, some raise money for charity – and many are some combination there-of. The Pledge the Pink walk both created brand awareness and raised money to fight breast cancer. The event brought more than 1500 people to the island (the majority women, although some attended as couples) who have discretionary income to afford the \$350+ entry fee, the related travel, and accommodations. But more importantly, these attendees are cause-driven. Why does this matter? They closely match the persona of existing Dataw Island members, who themselves volunteer at 200+ places and regularly take up causes to give back to the world around themselves.

“Most of us (members) have been fairly successful in our careers and are thankful to be able to give back,” said Dataw Island Member Volunteer Coordinator Marj Shymske. “Cancer, unfortunately, has had an impact on all of us. Whether personally, a family member, a friend – it is a disease that is all-too-familiar.”

And, fighting cancer is a cause that is not new to Dataw Island. Each spring, the member groups for golf, tennis, and croquet join forces for a Battle for the Cure, raising money through tournaments and other creative avenues, such as a Memory and Honor wall, and for the Cure.

These events, like Pledge the Pink, take tremendous effort to coordinate. However,





the reward for volunteering makes is worthwhile.

“While no doubt a lot of work went into ensuring that the event went off without a hitch, it had a great impact on those who dedicated their weekend to fighting cancer,” Shymske explained, “I think all will agree it was really rewarding for *everyone* involved. What we were able to accomplish through our efforts was astounding. Seeing the responses we got from the walkers and how our hospitality touched them made it all worthwhile. Add to that the financial impact, raising more than \$400,000 to fight breast cancer, and we should all be proud.”

Pledge the Pink: Raising FUNds to Fight Cancer!

“Historically, Pledge the Pink has dispersed most of their fundraising dollars to regional hospitals and breast cancer clinics in the southeast, primarily because the majority of our registrants came from this area,” explains Event Director Laura Morgan. “But now we’re kind of a big deal and people flock to us from all over the world so we’re branching out.”

Participants/teams who raise a minimum of \$5000 are invited to choose up to two charitable recipients, and Pledge the Pink will send them 75% of the funds raised by that team. (Any US-registered breast cancer nonprofit in good standing is eligible.) The other 25% remains in the “big pot,” which is dispersed to agencies and organizations that the Pledge the Pink charity board selects. The board’s decisions are based on participant recommendations, the agency’s rating, their breast care program/mission, and how they plan on using the funds.

“At the end of the day, we just want to help as many people as we can. And we also want to do our part in helping find a cure for this insidious disease. So, we cut through the red tape and bureaucracy that most non-profits have to deal with. And we simply give where the money will make the biggest difference,” Morgan says.

The 2019 recipients included Beaufort Memorial and MUSC, along with numerous other organizations.



EVENT REACH, BY THE NUMBERS:

- Reach In-person – 1600+
- Email follow-up “thank you” notes received - 82
- Facebook reviews of Dataw (these are public and stay at top of our page) – 2
- Estimated Facebook reach – 50,000 (32,334 on Oct. 26th alone)
- Facebook “shares” – 105
- Facebook “actions” – 2169
- Video views – 892 (72 HOURS of watch time!)



\$417,961.28 raised
of \$350,000.00 goal



Two Facebook (public) reviews:

- Heaven on earth, nicest most generous and kind people and the wonderful sights and sounds of nature all on one unique island! LOVE IT!
- Did the pledge the pink walk on Dataw. These are the nicest people! So super supportive and welcoming. Over the top decorations and treats. And beautiful... oh my goodness, they could just leave me there!



The Drive to Help: Second Helpings is First Rate

by Holly Mason

While many of us are wondering which wine will best pair with our holiday meals, some in our community are wondering where their holiday meal will come from, or if they will have one at all. Many Dataw Island volunteers have been called to help fill this void through a local organization called "Second Helpings."

Founded in 1992, Second Helpings is a nonprofit food rescue and distribution network, helping to eliminate hunger in the Lowcountry. They work with food providers and distribution agencies to help those in need obtain nourishing food by moving food donated by grocery stores to local agencies who provide it to those in need.

Second Helpings operates around 10 trucks throughout Beaufort, Bluffton and Hilton Head. Two trucks are dedicated to the Beaufort area. On a normal route (which lasts around four

hours) in Beaufort, the trucks pick up from five locations: Publix, Bi-Lo, both Walmart locations, and Food Lion. Volunteers then take what they have picked up and distribute it to several area food pantries, including Help of Beaufort, two Senior Centers, the Salvation Army, St. Francis Center and several churches. Since Beaufort does not have any full-fledged homeless shelters, locals who need a helping hand rely on these food pantries, and the organizations are truly grateful for the donations they receive from the Second Helpings distribution.

"Many times, particularly at the end of the month, I have called the Second Helpings office asking for food because we have simply run out," said Pam Rice, Director of Our Lady's Pantry. "Usually the next day, sometimes within a few hours, the truck arrives with a full load of meats, fruit, vegetables and more. I simply

Clubs Within the Club: Volunteer



couldn't operate without their help."

Our Lady's Pantry is located in Beaufort and services more than 75 people a day and relies on Second Helpings to provide more than 60% of their food.

Over the last 20 years, Dataw Island volunteers have made up over half of the total pickups and currently Second Helpings has a volunteer force of 47 strong from Dataw Island alone. The volunteer work is rewarding, but is certainly is "work." Each day, approximately 2000-3000 pounds of food, including 700-800 pounds of meat, is picked up and moved to distribution centers and handled manually on both ends.

George Dale, a Dataw Island Second Helpings volunteer, enjoys being a part of this mission. "I like the fact that we are making a direct contribution to somebody who needs it."

Last week, you may have noticed a large box truck on Dataw Island with "Second Helpings" printed on the side of it. This is because one of the many volunteers we have here on the island, Chuck Schweitzer, asked the Salvation Army what they are in need most of this year and he learned they have a great need for blankets and socks. So, he reached out to fellow members via an email to the DatawNet (the member-to-member communication email platform) asking for help fulfilling this request. And to no surprise at all, Dataw Island members came through - HUGE.

"A 'HUGE' thank you to all the Dataw residents who contributed to the Second Helpings food collection, blanket and socks drive," Schweitzer said. "Because of your wonderful generosity and kindness, we collected more than 600 pounds of food, approximately 180 pairs of socks, and 45 blankets to help those in need."

To get involved in helping feed the hungry through Second Helpings, please visit secondhelpingslc.org.





LEGACY OAK: OUT ON A LIMB

by Dashae Middleton

Moss-draped oaks are practically synonymous with Southern charm, and Dataw Island is blessed with its share of these majestic trees.

Although considered “fast growing,” they are also long-living, with some living from hundreds to thousands of years. In recent years, much attention has been given to eco-friendly practices. Whether through utilizing renewable energy sources or decreasing use of plastics, like we have done here on Dataw Island, many people think of “going green” in terms of that consumption. However, another way we are being ecologically responsible is preserving the integrity of Dataw Island’s live oaks.

The project to perpetuate and preserve the live oak on Dataw was started by a Dataw Island member, Holly Dolan, in the fall of 2016. She began by harvesting several of the acorns that had fallen at the foot of the magnificent Sam’s Cemetery Oak Tree, at the Sam’s Plantation area located centrally on Dataw Island. Believed to be one of the oldest live oak trees located in the South, the Cemetery Oak is more than 400 years old and stands sentinel over generations of Dataw Island inhabitants. Surrounded by a tabby wall and adjacent to the ruins of the old chapel, the tree is located just behind the History & Learning Center and can also be viewed from Dataw

Seasons of the South

Drive, the Cotton Dike Golf Course, and the Cannery/Ruins area.

After collecting acorns, Dolan soaked them in water for 3-10 days until they were brown. Some of them cracked and were no good but some were ready to be planted. She placed the acorns in pots with Miracle-Gro potting soil in the hopes that the acorns would grow.

Two weeks later, after watering them regularly, there were 54 live oak tree sprouts poking through the soil. Dolan said she was thrilled to see these seedlings emerge, but as it was December and winter season was coming in, there was a potential that frost might kill them. So, she put them under a glass table and took care to cover them when it was too cold outside.

In the spring, the plants were moved back out where they could receive full sunlight. Having success with so many of the plants, she decided that she would need a larger space to nurture them. She thought that the Community Garden would be the perfect spot because it was fenced in so the island's deer population would not be able to get to the plants. Well, other animals of the island such as squirrels and raccoons found them tasty and pulled them out, even destroying the netting meant to keep animals out. (Apparently, acorns of live oak trees are desired by many animals that live on the island!)

After the demise of her first flock of trees, Dolan decided to start the process again the next year. This time, she had about 57 seedlings and was down to about 15 trees by July, 2018. She kept some of her own to grow and enlisted Brian Hollingsworth, Director of Golf Course Maintenance, and his team to nurture the rest.

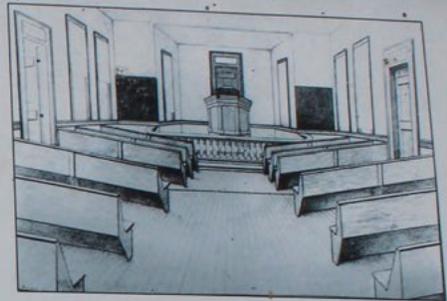
They moved the oaks into bigger pots and have been





Reverend James Julius Sams

Sams Family Cemetery and Chapel



Chapel - circa 1830

The Reverend James Julius Sams was most eloquent in his memoirs concerning the Live Oak within the cemetery:

"It was shaded all over by the spread of the largest live oak tree I ever saw. This tree grew in the middle of the graveyard and threw its limbs out and around in all directions, even taking under its cover the wall which encircled the yard"



Sketch by Nan Bopp - 2004

Buried within the cemetery are members of the Sams and Fripp families. Their identities and relationships are recorded on the signs within the cemetery walls.

May they continue to rest in peace.

Contributed by the Dataw Historic Foundation

growing and watering them near their wash pad in a make-shift "nursery." His team will continue to do this until the oaks mature. Hollingsworth said that ideally, he would like for the trees to reach at least six feet before transplanting them into their permanent homes on the island to avoid them being mistaken as weeds, getting mowed or being disturbed by wildlife or weather conditions. But, once the trees start to mature, they will be given nice homes to plant on the golf courses.

"Over the years, naturally, we have lost some of the island's trees to storms, disease, and development," said Hollingsworth. "Both golf and landscape maintenance have tree plant-back projects every year, but when these particular live oak trees reach maturity, I think we'll all be a little extra proud to know that we had a hand in perpetuating the legacy of the Cemetery Oak."

Sales Report



Property Lines: By the Numbers

ABOVE: DATAW ACADEMY STUDENTS ENJOY A TOUR OF THE DATAW ISLAND MARINA

- Usage of the DatawNet remains relatively flat year over year, with 6568 messages sent YTD in 2019 compared to 6724 in 2018. In November, usage was down some from 656 messages to 588.
- Unique website visitors are still “up” significantly for the year (63,544 this year compared to 54,245 last year) with the month-to-month average steady, with 5726 visitors this month and 5593 last month. Last year in November, we saw 6376 unique visitors.
- We have had 76 closing year to date, compared to 68 at this time last year. Of the closings this year, 58 have been home sales. As of this time last year, we had 53 home sales. Of the 18 lot sales this year, 5 were sold by Logan Homes to build houses for clients. (Logan also sold 5 spec homes, counted in the sales figure noted above.)
- The average price of a home sold YTD in

2019 is \$370,651 and the median \$319,000. In 2018 as of the end of November, the average sale price was \$413,907 and the median \$359,000.

- There are currently 99 homes on the market and 61 lots, down from 107 homes and 63 lots last month; homes on market are up slightly over last year at this time, when we had 95 homes on the market and lot sales are down from 71 at this time last year.
- We have had 99 Experience Dataw visits year to date, up 57% from 63 visits as of this time last year. The slowest month for visits are December (averaging just 1 or 2 in recent years), and we currently have none scheduled for this December.
- Dataw Marketing is renewing the Joint Marketing Agreement with ERA Evergreen and Berkshire Hathaway HomeServices for 2020.



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 3 - 6

The 2019 Festival of Trees will be celebrated at Tabby Place in downtown Beaufort with tree viewing Tuesday, December 3rd, Wednesday, December 4th, and Thursday December 5th, and the Gala will take place Thursday, December 5th. We will end this year's event in Port Royal Saturday, December 6th with Snow Day and the Gingerbread 5K Run/Walk.

See The Trees

Tabby Place, Downtown Beaufort

Tue 12/3 Noon - 7:00pm

Wed 12/3 10am - 7:00pm

Thu 12/5 10am - 2:00pm

Gingerbread 5K

Live Oaks Park, Port Royal

Sat Dec 7 9:00am

Gala

Tabby Place, Downtown Beaufort

Thu 12/5 6:00pm - 9:00pm

Snow Day

Live Oaks Park, Port Royal

Sat Dec 7 10:00am - 1:00pm



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

Friends of Caroline Hospice. org/events

Beaufort Holiday Weekend

December 6 - 8

A family-friendly weekend celebrating the holiday season! Join us in 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!

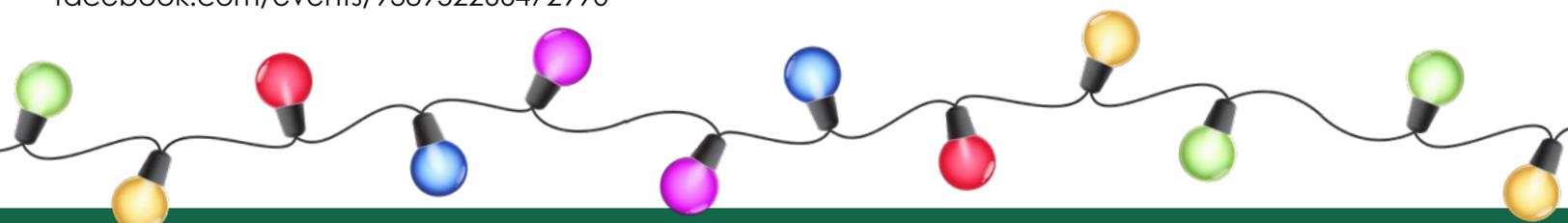
Friday 12/6 6-9pm – Night on the Town,

Saturday 12/7 6pm – Light Up The Night Holiday Boat Parade – Henry C. Chambers Waterfront Park

Sunday 12/8 3pm – Beaufort Christmas Parade – Downtown, (Boundary, Carteret, and Bay St.)

facebook.com/events/938952266472990

A NIGHT ON THE TOWN
LIGHTED BOAT PARADE
CHRISTMAS PARADE
December 6th - 8th
Beaufort Holiday Weekend



Winter Fun - Calendar of Events



BEAUFORT NATIONAL CEMETERY

National Wreaths Across America Day

December 14
12:00 pm

On Saturday, December 14, at 12:00 pm, community members will gather at the Wreaths Across America commemoration at the Beaufort National Cemetery to remember and honor our veterans through the laying of Remembrance Wreaths on the graves of our country's fallen heroes and the act of saying the name of each and every veteran aloud. You can help Wreaths Across America lay wreaths at as many graves as possible by donating, or you can volunteer to help lay wreaths.

wreathscrossamerica.org

Parris Island Marine Band Holiday Concert

December 14
3:30 pm

Come and hear all of your holiday favorites at the Marine Corps Recruit Depot Parris Island Marine Band's annual holiday concert at Battery Creek High School on Saturday, December 14. The concert is free and open to the public. The performance is scheduled to begin at 3:30 pm and is expected to last about an hour.

The Parris Island Marine Band's primary mission is to provide musical support for recruit graduations and other military ceremonies and events. In addition to playing at approximately 40 recruit graduations each year, the band also performs concerts and parades across the United States.

explorebeaufortsc.com/event/parris-island-band-annual-free-holiday-concert/



Beaufort Oyster Festival

JANUARY 11-18

Beaufort, South Carolina

Queen of the Carolina Sea Islands

Beaufort Oyster Festival

January 11-18

The Beaufort Oyster Festival celebrates all aspects of Beaufort, South Carolina's Lowcountry oystering culture, and agri-tourism economy from historical, to architectural, ecological, agricultural, culinary, hand-crafted, artisan, and more. This eight-day festival corresponds with South Carolina Restaurant Week, and will include opportunities for area restaurants to promote oyster fare, and culminates in a weekend festival in the Henry C. Chambers Waterfront Park.

facebook.com/events/499804953933403/

Winter Fun - Calendar of Events



20th Anniversary
HOME & GARDEN SHOW
— LOW COUNTRY —

Annual LowCountry Home and Garden Show

January 17 - 19

The Annual LowCountry Home & Garden Show, celebrating its 20th 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 LowCountry Home & Garden Show.

savannahhomeandgardenshow.com

Charleston Boat Show

January 24 - 26

The Charleston Boat Show started 38 years ago and has evolved into the event that kicks off the Lowcountry's boating season. Taking place each January, this annual happening includes everything from powerboats to small jon boats, skiffs, cruisers, yachts and ski boats.

thecharlestonboatshow.com



13th Annual Hilton Head Island Seafood Festival

February 24 - March 1

The Hilton Head Island Seafood Festival is a family-friendly, week-long culinary and cultural tourism event with local seafood, special events, celebrity guest chefs and master culinary classes, live music and more. The annual Hilton Head Island Seafood Fest hosted by the David

M. Carmines Memorial Foundation and presented by Publix helps raise money for the Island Recreation Scholarship Fund, Gullah Institute, Port Royal Sound Foundation, Coastal Discovery Museum, and the Medical University of South Carolina. The David M. Carmines Memorial Foundation was established by the Carmines family, owners of Hudson's Seafood House on the Docks, in memory of their son, and the seafood festival is the organization's main fundraiser.

hiltonheadseafoodfestival.com

