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The Four-Way Test

of the things we think, say or do

1. Is it the **truth**?
2. Is it **fair** to all concerned?
3. Will it build **goodwill** and better **friendships**?
4. Will it be **beneficial** to all concerned?

On-Line Makeup • www.rotarydistrict6920.net

Rotary Club of St. Simons • Founded in 1950
Meets Tuesday 1 P.M. - Sea Palms Golf & Tennis Resort
Rotary Club of St. Simons • P.O. Box 21887 • St. Simons Island, GA 31522
www.rotarydistrict6920.net • www.rotary.org for Rotary International



Rotary Club
St. Simons Island
Georgia, U.S.A

District 6920

Rotary Spray

September 21, 2004

Today's Program:

Steve Berry

Local St. Mary's Author

Area Rotary Clubs

Club	Meeting	Day & Time
Brunswick	Twocan's, Brunswick	Thu. 1:00 P.M.
Glynn County	Twocan's, Brunswick	Wed. 7:30 A.M.
Jekyll Island	Jekyll Island Club Hotel	Wed. 8:00 A.M.
St. Simons Island	Sea Palms (Confirm before attending)	Tue. 1:00 P.M.
SSI Marshes of Glynn	Epworth	Thu. 7:30 A.M.

Managing Editor & Publisher

John Buchanan

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Bill Turbeville

September Program Reporter

Chuck Cansler

Data Reports

Susan Hardwick

Maria Vogt

Rotabucks

\$49 won by Jim Shannon III.

Attendance

Sept. 7 64%

Sept. 14 69%

Guests—Hosts

- Millard Allen—Marie Dodd
- Sal Cenicola—Shan DuCom
- Nancy Coverdell—Leslie Mattingly
- Everett Millican—Brooke Pridmore
- Janet Morris—Merry Tipton

Visiting Rotarians

- None today.

Wellness Report

- John Edwards is now on permanent medical leave.

Upcoming Programs

September 28—Stewart Rodeheaver, G8 Security. To be confirmed.

Greeters

9/21 Andy Hunt

Nat Johnson

9/28 Rem Johnston

Leon Jorgensen

Makeups

- None reported.

Prospective Members

- Millard Allen—Second announcement
- Everett Millican—Second announcement.

This Week's Birthday

Wil Becker Sept. 23

Martin Worthy Sept. 24

**From the President**

September 21 Club Meeting Steve Berry, author of *The Romanov Prophecy* and *The Amber Room*, will be next week's featured speaker. This has been designated Guest Week; today's guests are invited to attend and members are encouraged to bring other guests.

September Board Meeting Conducted Monday, September 13. Resignations (3) were accepted: Alyssa Mansfield, John Johnson and Jim Gould. New members (2) were approved: Bill Gussman and Dave Ritter. John Edwards was reclassified as permanent medical leave.

Outstanding Dues Members with outstanding dues are requested to bring their accounts up to date.

Last Week's Program (Sept. 14, 2004)**Merry Tipton****The Sea Island Company: Development & Plans**

Our own Merry Tipton gave a presentation on the Resort Master Plan. She was introduced by David Williams. Merry is the Vice President for Corporate Communications for the Sea Island Company. She is a Brunswick native, graduate of the school of journalism at UGA, and worked for 18 years for the newspapers in Columbus. She and her husband Bill moved to the island in 1991. He began work at the Visitors Bureau and she has worked for Sea Island since.

She began by describing the evolution within the luxury coastal resort industry during the 1990s and the response of the Company. They realized that competitors such as Four Seasons and Ritz-Carlton were significantly increasing the number of high-end destination coastal resorts. The Cloister had a number of older buildings that could not be easily renovated. It had become clear the Company faced three basic alternatives – do nothing and see a continued gradual erosion to the competition, sell out, or rebuild the Cloister to reestablish itself as the finest resort. Bill Jones III chose the third alternative and began the process of change that continues so visibly today. Sea Island hired architect Peter Capone as the new architect. The emphasis was on creating a quality experience.

She described the evolution of improvements. The redesign of golf courses in 1999, Ocean Room in 2001, Ocean Forest which was well received and set a new standard, the Lodge which wins five-star and five-diamond ratings, the Retreat and golf club house, support facilities and eventually the rebuilding of the Cloister main building to take better advantage of the Black Banks River. The Cloister Resort will have four dining alternatives, a 55,000 square foot spa as well as a stadium type tennis facility. Some of the parking will be underground. There will be about 180 rental rooms and suites as compared to 210 previously. Merry described private residences to be constructed on the east side of Sea Island Road. Lots will sell for \$2.5 to \$7.0 million. She talked about the eventual rebuilding of the Beach Club and the preservation of the Spanish Lounge.

Lastly, she answered questions which included (1) did Sea Island now control the Mills property? Answer – no. (2) Was there going to be a helicopter pad? Answer – no. (3) What was going to happen to the current stables? Answer - they will be moved north on Frederica Road to a redesigned 'Y' location. Lastly, she said that because they had sold the Shops of Sea Island several years ago, they have no plans to build new commercial space there. Merry said that the new hotel is scheduled to open in the spring of 2006 and the new Beach Club in 2007. Leslie asked if she would speak to us on another occasion about the plans for Frederica Township. She graciously accepted. We look forward to continuing the conversation.



Merry Tipton (left) discusses Sea Island plans with co-worker Janet Morris.