



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

District 6920

Rotary Spray

Today's Program:
September 22, 2009

Pastor Griffin Lotson

*Preserving
The Gullah-Geechee Heritage*

| Area Rotary Clubs | | |
|----------------------|--------------------------------------|-----------------|
| Club | Meeting | Day & Time |
| Brunswick | Fourth of May | Thu. 12:45 P.M. |
| Glynn County | Brunswick Hospital | Wed. 7:30 A.M. |
| Jekyll Island | Jekyll Island Club Hotel | Wed. 7:30 A.M. |
| St. Simons Island | Sea Palms (Confirm before attending) | Tue. 1:00 P.M. |
| SSI Marshes of Glynn | Epworth—Jinks Dining Room | Thu. 7:30 A.M. |

Managing Editor & Publisher

Becky Stephenson
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Data Reports

Bill Warren

Visiting Rotarians

Ely Driver – N. Knoxville, TN
Bill Tipton - Brunswick

Guests/Hosts

Susan Kelly – Mary Tipton
Leslie Lamkin – Mary Beth Wester

Attendance

Sept. 15 – 80 members (74%)
Plus 4 guests for total of 84

Greeters

9/22 John Matthews, Beverly McBride

9/29 Jack McDonald, David Medford

Rotobucks:

\$40 – Jack Dinos

Birthdays

September 22 – 28

Will Becker – 9/23

Martin Worthy – 9/24

Club News

- Members are asked to let **John Matthews** know when they are bringing a guest. **Lunches are to be paid for at sign-in (\$20)**. If they are a prospective member, the club pays for their first two meals only. Please specify if they are a prospective member.
- **District raffle tickets** are available for \$25 each or 5 for \$100. Make checks out to **Rotary District 6920 Raffle**.
- If your **email address** is incorrect in the Club Directory, please email President Brooke.
- **Email address changes:**
 - **Bob Brown:** rwb385@gmail.com
 - **Pat & Dorothy Donahoo:** dotnpat@att.net

Upcoming Programs

9-29 – Gary Colberg, President, Southeast Georgia Health System.

10-6 – Andy Lundell, Chief Executive Officer, Golden Isles Career Academy

10-13 – Board of Directors Meeting

10-13 – Lubomira Dimitova, our GRSP Student from Bulgaria

Steven Spandle was given his red badge and Rotary pin by President Brooke and welcomed into the club.

Vickie Bryan received her blue badge.

Ely Driver, a visiting Rotarian from Knoxville, TN told us about his club's involvement with other volunteer organizations to offer 7,500 free flu shots in Knoxville. The effort is organized by the Rotary and held in high school gyms. They also offer "drive by" shots for the handicapped.

Our speaker was **Bill Tipton**, who is the Executive Director of the Brunswick & Golden Isles Convention and Visitors Bureau. He explained that the bureau operates independently, but cooperatively, with the Chamber of Commerce. It is the destination marketing organization for all of Glynn County. It is the main communication vehicle for promoting this area as a vacation destination, a stop for group tours and as a meeting/special event site.

Their board is unique in that it is made up of owners and Vice Presidents of hotels in the area.

The Bureau has a budget of 1.9 million dollars. (This is 20% less than last year.) It receives 50% of the county's bed tax, (1.8 million dollars), 70% of the city's, (\$15,000), \$100,000 from Jekyll Island and \$8,000 from the state.

The bureau spends 1.3 million dollars in advertising and \$105,000 to run the three Visitor's Centers. One is in Brunswick, one is on the Island and one is on Interstate 95. Some of the other expenses include costs for lighting the interstate, lighting on the Sidney Lanier Bridge and fireworks on the Fourth of July on St. Simons Island.

Food, (29%), and Lodging, (24%) bring most of the revenue. Shopping and recreation bring in around 19% - 29%.

Most of the advertising to create interest in the area is done by the hotels. However, the articles by travel writers are the most effective. Stories about going out on the shrimp boat, The Lady Jane, and other recreation and event coverage create the image of a fun place to visit with lots of interesting things to do.

The bureau has a website, www.ComeCoastAwhile.com. It can be translated into 20 different languages. They have also produced a DVD, which is translated into 9 different languages. Bill encouraged any of us who plan to travel abroad to request these and other literature to take with us to share internationally.

Gary Schwartz introduced the speaker.



Rotary Officers & Directors

International President John Kenny
District 6920 Governor Clyde Taylor
District 6920 Governor Elect Lloyd Horadan
District 6920 Governor Designee Gordon Matthews
Assistant Governor - SSI Area Pat Storino

St. Simons Island Rotary Club

President Brooke Pridmore
President Elect Wally Forsythe
Secretary Bill Warren
Assistant Secretary Myra Hocutt
Treasurer Chad Dixon
Assistant Treasurer Stan Humphries
Immediate Past President Chuck Cansler
Past Presidents' Representative Jim Bruce
Sergeant-at-Arms John Matthews
Assistant Sergeant-at-Arms Brian Peebles
Historians Allen J. Berry & Julian Flexer

Directors

Club Relations & Public Relations Wank Davis
Club Service & Membership Don Myers
Community Service Mary Beth Wester
International Service Cathey Petkash
Programs & Fellowship Gary Schwartz
Vocational Service Everett Millican

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
Financial Administrator: treasurer@ssirotary.org

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