

Giving You

— *the* —

Lowdown

— *on the* —

Lowcountry



Table of Contents

A Letter from Steve Tomson	4
Where is Bluffton?.....	8
Palmetto Bluff: A Brief History	12
The Lowdown on the Lowcountry Region	20
See & Do in Bluffton	26
Montage Inn at Palmetto Bluff	32
Palmetto Bluff's Neighbors	38
Southern-isms & Such	46
Lowcountry Reads	48

A Letter from Steve Tomson

At this year's National Sales Meeting in Music City, USA, we strongly encouraged each of you to get **Amped Up** for FY17 ... to get excited, be enthusiastic, get energized!

Staying true to our theme, I want you to get just as excited for your opportunity to return to the South – *this time a little deeper south* – for this year's Jack Henry incentive and recognition celebrations, which will take you to Montage Palmetto Bluff in Bluffton, South Carolina.

Nestled in the heart of the Lowcountry, Palmetto Bluff is a magnificent get-away just down the road from the city of Bluffton, located in the county of Beaufort (pronounced BYOO-fert). It is bursting at the seams with genuine hospitality, artistic eccentricity, natural beauty, and good old fashioned southern charm. Since there's simply too much to say about this vibrant, historically rich area in just one letter, we've put together a comprehensive profile for your reading pleasure, helping you fantasize and plan for paradise. So please, enjoy reading it and let your imaginations run wild!

Just remember – to get a taste of this Lowcountry living, you need to meet your 2017 sales objective. Given our Q1 start, I'm

looking for a record number of qualifiers. Once you achieve your goals, my wife Tracy and I will anxiously await your arrival at our welcome evening reception at the Montage Palmetto Bluff resort. Upon your arrival, you're invited to pull up a rocking chair (or shotgun for some skeet shootin'), kick up your feet (or pull up your waders for fishin'), take a sip of sweet tea (or a strong pull of Southern bourbon), and let out a big sigh (or "hell yeah") ... because you've arrived, my friend.

So with Nashville in our rearview mirror and South Carolina on the horizon, I'll simply suggest that "you all come back now, ya hear."

Good selling in the next quarter and beyond!



– Steve



A wide river flows through a landscape under a dramatic sunset sky. The sun is low on the horizon, casting a warm glow across the clouds and reflecting on the water's surface. In the foreground on the right, a wooden dock structure extends into the water, with a small boat moored nearby. The sky is filled with soft, textured clouds in shades of blue, grey, and orange. The overall mood is peaceful and serene.

*Winding Along
the May River*

Where is Bluffton, South Carolina?

The city of Bluffton is:

- 20 minutes from the Inn at Palmetto Bluff.
- 23 minutes from Hilton Head, SC.
- 35 minutes from Savannah, GA.
- 2 hours and 16 minutes from Charleston, SC.
- 2 hours and 26 minutes from Columbia, SC.
- 3 hours and 50 minutes from Charlotte, NC.
- 4 hours and 13 minutes from Atlanta, GA.





*The
Lowcountry
at its
Finest*

Palmetto Bluff: A Brief History

On the coast of South Carolina sits 20,000 acres of pristine Lowcountry landscape known as the community of Palmetto Bluff, at the heart of which is a deeply rich history that dates as far back as 10,000 B.C. and continues through generations of Native Americans as well as French and British naval officers, changing hands several times until the American Civil War.

The earliest presence of inhabitants in the Coastal Plain of South Carolina began 12,000 years ago with a movement into the region of hunter-gatherers, as evidenced by stone tool artifacts believed to have been used by Paleoindians. Following these early visitors, Native Americans came to Palmetto Bluff to harvest oysters and fish in the rivers, as well as to hunt and gather in the forests.

In a bizarre twist, however, by the time French naval officer Jean Ribault arrived at Parris Island in 1562, the land appeared to have been uninhabited. Ribault attempted to establish a settlement named Charlesfort in the Port Royal area but was attacked by Spanish forces. The Spanish built their own settlement, Santa Elena, overtop of the destroyed

Historical photo of Wilson Mansion. Built in 1914 by R.T. Wilson



French settlement. Santa Elena existed for only 20 years and served the Spanish as the base for the first serious European explorations into the interior of the state.

In 1730, British naval officer Admiral George Lord Anson purchased the property only to turn around and parcel it in 1757, selling the land as individual plantations. Entering the Antebellum Era, Palmetto Bluff was made up of 21 plantations. One of the plantation owners, Thomas Fenwick Drayton, was also the commander of the Confederate soldiers at Fort Walker on Hilton Head Island during the Battle of Port Royal. When General Drayton went up against his own brother, Captain Percival Drayton, commander of the Federal gunboat, the Confederate forces were easily defeated and forced to order a retreat.

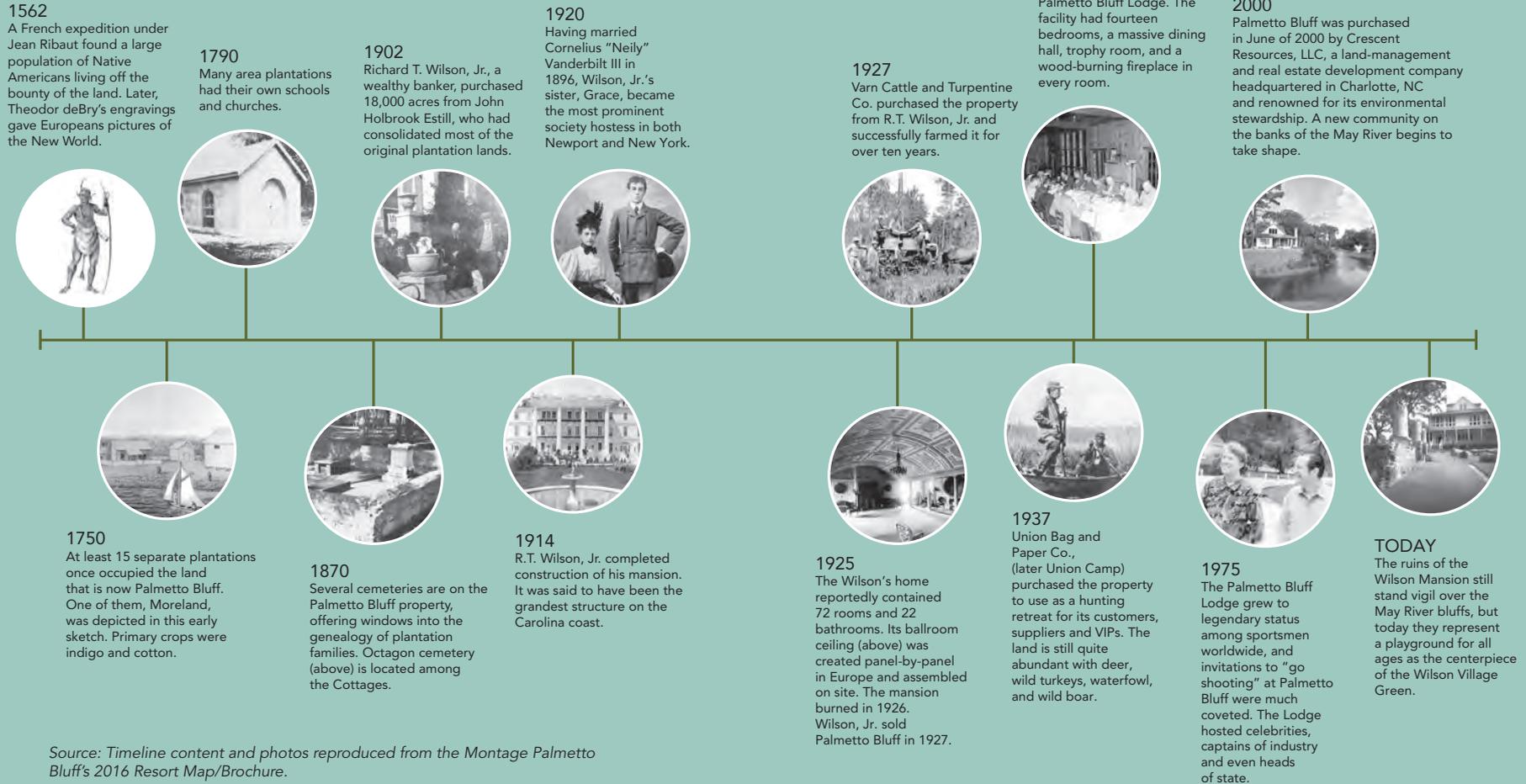
Following the American Civil War, the land was bought by Richard T. Wilson, a wealthy New York banker. Richard and his wife regularly hosted lavish, Roaring 20s-style parties in their newly-constructed grand mansion that overlooked May River – until its rather unspectacular demise. In 1926, the great mansion caught fire, and Richard returned to New York, prompting the land to be sold once again.

The year 1937 ushered in the Union Camp Era, in which Union Bag Company purchased the area for its pine and hardwood

resources. Fortunately, company officials quickly realized that the 32 miles of riverfront and maritime forest offered much more than merely timber reserves. The company created a conservation-based Land Use Plan to protect the community, and to this day, Palmetto Bluff's beauty can be traced back to the stewardship of Union Bag.



A Rich History – A Rare Heritage



Source: Timeline content and photos reproduced from the Montage Palmetto Bluff's 2016 Resort Map/Brochure.



WHERE
THE SKIES
ARE BLUE

& THE TREES
ARE GREEN

The Lowdown on the Lowcountry Region

The history of Beaufort County is one of the most diverse of any region its size in the United States. The area had been subjected to numerous European explorations and several aborted attempts at colonization before being successfully chartered by the British in 1711, making it the second-oldest community in South Carolina (behind Charleston).

By the time of the American Revolution, loyalties in the community were split, with several families supporting British Crown loyalists and others fighting for independence. Though little warfare was conducted in and around Beaufort, many men fought in battles elsewhere in the state. Following the 1778 capture of nearby Savannah, Georgia, British forces moved to occupy Port Royal Island but were deflected by militia under the command of Major General William Moultrie in the Battle of Beaufort. In 1779, the British withdrew when Savannah came under siege; and after the American victory of the 1781 Siege of Yorktown, British forces began moving out of the Lowcountry altogether.

In the Antebellum Period that ran from 1783 to 1861, Beaufort experienced what some historians call its cultural, economic, and political peak (until present day). It had a population of 4,000



and like modern-day Beaufort County, the area attracted many residents from beyond the state, with many Northerners and Europeans residing in town and operating successful businesses.

During the American Civil War, which started in 1861, the town of Bluffton acted as a headquarters for Confederate forces – until 1863 when the Union forces that occupied Hilton Head Island ordered an attack on the town. The attack destroyed nearly 50 structures and left only two of the town’s churches and 15 of its residences remaining.

By 1890, the region had regained some of its wealth and prosperity, but soon a series of unfortunate events would bring Beaufort into a steady decline for over half a century.

In 1893, a Category-3 hurricane slammed into the Lowcountry, killing more than 2,000 area residents and causing immeasurable damage. Fourteen years later, a fire ruined what was left or rebuilt of downtown Beaufort. Between 1907 and 1910, the boll weevil decimated most of the cotton crop, the community’s major commodity. By the end of 1910, Beaufort had lost nearly 40% of its population from 10 years earlier.

Beaufort’s upswing can be traced back to 1950, with the establishment of a naval air station that was transferred to the Marine Corps, cementing a major military legacy for the region. New investments in the form of resort and lifestyle development

on Hilton Head Island and Fripp Island contributed to the economic growth of the Lowcountry starting in the 1960s; and in recent years, renovations to parks, countless restorations to private homes and businesses, and several streetscape projects have continued to improve the overall quality of life in Beaufort.

In fact, these revitalization efforts have been so well-received that *National Geographic Traveler* presented the Lowcountry as one of 20 go-now destinations in its 2015 edition of *Best Trips*.



Photos top to bottom: portrait of William Moultrie (source: Wikipedia); photo of the 1893 hurricane damage to Bay Street in Beaufort, SC (Lowcountry Digital Library website, lcdl.library.cofc.edu); 1955 photo of a building at the Naval Air Station (source: Lowcountry Digital Library website, lcdl.library.cofc.edu)

*Southern
Style*



See & Do in Bluffton

Church of the Cross

Originally constructed in 1854, the Church of the Cross is one of two that was spared in the attack of 1863; and as one of Bluffton's oldest surviving buildings, it has been listed with the National Register of Historic Places since 1975.

The Heyward House & Museum

Originally built in 1840 as a summer home for a local plantation owner, Heyward House is now a museum and welcome center located in the heart of Bluffton's National Register Historic District. Heyward House is one of only eight Antebellum Era homes remaining in Old Town Bluffton.

May River

May River is home to a variety of outdoor activities, whether it's on the water or on land. You can charter a fishing boat, hop on a stand up paddle board, jump into a kayak, play a few rounds at May River Golf Club, or chow down on freshly caught fish, oysters, or shrimp at one of many restaurants situated along the river.

Photo: Church of the Cross exterior (Source: Wikipedia)



Shopping

From name-brand factory outlet and department stores to specialty retailers, boutiques, and antique shops, there's a whole lot of shopping to be done in Bluffton.

Galleries

Featuring everything from oils, acrylics, and mixed media to pottery, woodcarvings, and photography, Bluffton offers a wide variety of art and galleries for shoppers looking for souvenirs as well as serious collectors of fine art.

Restaurants

Lowcountry cuisine is teeming with aquatic life – crabs, shrimp, fish, and oysters form the basis of just about any traditional menu. That, and barbecue, of course! (Restaurant guide to follow.)



*The Inn at
Palmetto
Bluff*



Montage Inn at Palmetto Bluff

Montage Palmetto Bluff is located along the May River in the Lowcountry, set between Hilton Head Island, South Carolina and Savannah, Georgia. The resort spans nearly the same acreage as the island of Manhattan, New York – 20,000 acres – and encompasses a spa, an extensive nature preserve, miles of open water, a Jack Nicklaus Signature Golf Course, and a vibrant village with shopping and restaurants.

The spa at Montage Palmetto Bluff, Spa Montage, is set beside serene waterways and moss-laden oak trees, designed to lull visitors into a peaceful state of mind, body, and heart. Drawing inspiration from nature to create an indigenous spa experience, Spa Montage incorporates elements of the Palmetto Bluff environment into treatments to provide a greater sense of place.

Thanks for the area's extensive nature preserve is due in most part to the Palmetto Bluff Conservancy, which is dedicated to increasing the understanding of the natural and cultural environment of the Lowcountry. From biological and archaeological studies to the citizen science bluebird survey, the Conservancy team is actively involved in a number of research initiatives at the bluff. Guests can participate in research, tour with the Conservancy, or attend monthly lectures.



The miles of water trails throughout the area make for a water lover's paradise. To name a few open water activities that can be experienced on the waters in and around Palmetto Bluff: boat tours to Daufuskie Island, water tubing, skiing, dolphin tours, paddleboarding, and fresh-water and salt-water fishing.

Designed to challenge golfers of all skill levels, the 18-hole Jack Nicklaus Signature Course winds through the May River Forest and features wide, inviting fairways with strategic bunkers and natural waste areas. Champions Bermuda greens, well guarded by white-sand bunkers, test the nerves of golfers while gently challenging putting skills. All tee boxes and fairways feature Paspalum, the newest eco-friendly turf.

A treasure trove of distinctive gifts, apparel, and jewelry can be found through the village at Montage Palmetto Bluff. Host to locally designed products and regionally inspired jewelry, shops like Treasures at Montage, RT's Market, Spa Boutique, Boat House Boutique, and May River Pro Shop offer items uniquely reflective of the style and life of the Lowcountry. In addition to shopping, within the village, you'll find restaurants dedicated to southern simplicity, local ingredients, and making everyone feel like a local. Be sure to keep an eye out for River House Lounge, Jessamine, Octagon Bar & Gathering Place, Fore & Aft, Canoe Club, and Buffalo's.





Hilton Head Island:
Harbour Town,
USA

Palmetto Bluff's Neighbors

Both the towns of Hilton Head Island, South Carolina and Savannah, Georgia are just short drives from Palmetto Bluff.

Hilton Head, South Carolina

Travel + Leisure voted Hilton Head Island as the number-one island in the Continental United States, and eighth as the World's Best Islands. You can enjoy days basking in the sun on the beach, fishing, kayaking, and shopping; biking and hiking on more than 60 miles of public pathways; and playing tennis on one of 350 tennis courts or golfing at any of the town's 24 world-class golf courses.





*Savannah,
Georgia:
Hostess City
of the South*

Savannah, Georgia

Not to be outdone, Savannah, Georgia is also routinely ranked as a top place to visit by *Travel + Leisure*, as well as by world-renowned travel publication *Southern Living* and travel destination website TripAdvisor.com. Visitors tend to enjoy Savannah's unique heritage and culture (which offers everything from art and African-American history to sports activities and war memorials) by strolling along River Street and City Market or taking a walk through the town's beautiful, park-like squares. Be sure to try out some of Savannah's fine dining Historic District restaurants. To name a few:

- 1790 Inn and Restaurant
- Elizabeth on 37th
- The Olde Pink House
- Garibaldi's
- Sapphire Grill
- The Florence
- The Lady & Sons
- The Grey



A close-up photograph of a silver metal tray filled with several mason jars of iced tea. The tea is a deep amber color and is served over ice cubes. Each jar is garnished with a slice of fresh lemon and a yellow and white striped straw. The tray is set on a colorful, striped fabric background. The text "A TASTE OF THE LOWCOUNTRY" is overlaid in a white, handwritten-style font on the left side of the image.

A TASTE
OF THE
LOWCOUNTRY

Southern-isms & Such

Y'all listen up now, ya hear? Southerners and their sayings go together like peas and carrots (or better yet, like barbecue and sweet tea!), so be sure to keep an ear out for these key phrases during your stay:

Bless your heart! – A phrase used to soften the blow of an insult. Can also be used to express sympathy or genuine concern.

Darlin' – Affectionate term for a beloved person.

Fixin' to – About to do something.

Fly off the handle – To lose one's control/temper.

Get the short end of the stick – To get cheated, or get an unfair deal.

Gimme some sugar – Give me a kiss.

Hold your horses – Be patient.

I do declare! – An exclamation of surprise. (Also used: Heavens to Betsy!)

If the creek don't rise – If nothing bad happens, everything will go as planned.

Kiss my grits! – Rude exclamation of contempt.

Lord have mercy! – An expression of disbelief.

Pitchin' a hissy fit – Throwing a temper tantrum.

Playin' possum – Pretending to be asleep.

Slower than molasses – Moving very slowly.

Stompin' grounds – Someone's hometown.

Thank you kindly – Much appreciated.

Too big for your britches – Taking yourself too seriously.

Two peas in a pod – To be well-suited for each other.

Well, butter my biscuit! – To say, "Well, isn't that something?!"

Well, I reckon' – To suppose something is true.

Well, shut my mouth! – An expression of speechlessness.

Y'all – Plural noun used to address more than one person. (You all.)

Lowcountry Reads

Pat Conroy was an American author who wrote several acclaimed novels and memoirs. Two of his novels, *The Prince of Tides* and *The Great Santini*, were made into Oscar-nominated films. He is recognized as a leading figure of late-20th century Southern literature. Suggested Pat Conroy novels:

- *A Lowcountry Heart*
- *The Great Santini*
- *The Prince of Tides*
- *The Water is Wide*

Anne Rivers Siddons is an American novelist who writes stories set in the South. Pat Conroy described Siddons' Atlanta-based, bestselling novel, *Peachtree Road*, as "the Southern novel for our generation." Suggested Anne Rivers Siddons novels:

- *Homeplace*
- *Low Country*
- *Peachtree Road*



Author photos: Pat Conroy (Source: www.publishersweekly.com), Anne Rivers Siddons (Source: author's page, www.amazon.com)



Experience
— the —
Lowcountry



Bluffton

SOUTH CAROLINA

2017

