



LINDA REW, LEFT, AND NANCY WATTS

PHOTO BY ROB KAUFMAN

with some of the local wildlife, you'll find out where and when to enjoy it in these handy and helpful publications.

"The beach is always there," said Nancy Watts, Editor and Publisher of *Where To Go*. "But there are also many art and cultural events, music and concerts. Many people wouldn't realize everything that's happening here without looking."

Both publications provide comprehensive calendars of events taking place on the island and throughout the Lowcountry. Information about concerts, theatrical performances, special exhibits at the Arts Center and local galleries grace the pages alongside information about parasailing, family-friendly day cruises, and nature tours. Have kids at home for the summer? Flip through the pages to learn about upcoming events at The Sandbox or Coastal Discovery Museum at the same time you're looking for gymnastics schools, golf lessons, or horseback riding.

Island Events and *Where To Go* are designed to be user-friendly. Both include maps of the island, as well as contact phone numbers, Web sites, and business addresses. Dining, lounges, shopping, services and activities are all listed in their own separate sections. Tide

charts and coupons are also useful features for both the locals and guests.

Island Events, which is owned by Island Communications, is a monthly publication that also contains editorials and covers that promote special events taking place each month. It originally began as a weekly publication by Steve and Marilyn Mixson. After their deaths in the early seventies, *Island Events* was purchased by Vic Johnson, who published it until his death in 1991. Since that time, Linda Rew has served as CEO and part owner, overseeing a staff of 16 full-time employees.

In addition to *Island Events*, Island Communications also publishes the *Official Dining, Shopping, and Activities Guides* to Hilton Head Island, plus *Savannah Scene* and its Savannah publication. Island Communications also owns and operates four Web sites: hiltonhead.com, bluffton.com, beaufort.com, and savannah.com that attract over 1.8 million visitors to our region each year.

Terrific Tour GUIDES

Island Events and *Where to Go* help visitors discover area interests & activities.

By Teresa Fitzgibbons

Looking for something to do this summer? There's never a reason to be bored in the Lowcountry. While Hilton Head may be renowned for its fabulous fairways and beautiful beaches, most locals know that's just the beginning of what the island has to offer. Hilton Head Island and the surrounding area provide a wealth of activities for individuals or whole families to enjoy.

For decades, two local publications have guaranteed that island residents and visitors alike know exactly where to go and what to do to make the most out of either living or vacationing on Hilton Head Island. *Island Events* and *Where To Go* magazines bring the best of the island to their readers every month. Whatever it is you're looking for, from a sophisticated evening with the arts to a hands-on afternoon

"I believe that the success of our company has nothing to do with the owners, but everything to do with the employees who work here," Rew said of her dedicated staff.

Where To Go differs from its friendly competitor, *Island Events*, in several ways. One is that it doesn't provide features. It does, however, provide precise and compact information on everything that is going on in the area in an easy to read, reference format with a special focus on activities for children. Their Web site, wheretogohiltonhead.com, contains information on local events as well as a complimentary listing for the Arts Center, links to advertisers, weather, and government information. It's published ten times a year with the November-December and January-February issues being combined.

Nancy Watts has been the editor and published of *Where To Go* since its inception in the early eighties, when the former music teacher relocated to the island. "I was looking for something to do that would get me involved with people and the island," she said. "I certainly found it. It's really come a long way from what it first started as."

Another key difference is in staffing. The magazine is owned and operated 100% by Watts. "People contact me about what's going on and it's all my responsibility," she said. "The buck stops here, but it's much simpler for me that way."

The publications share a common mission: they both ensure that everyone who sets foot on Hilton Head, whether it's for a week or a lifetime, is able to enjoy the community and all its offerings to the fullest. For local business owners, they provide ample opportunity to attract customers and tourist dollars. Over 700,000 copies of *Island Events* are distributed annually at over 450 locations in southern Beaufort County. They can be found in restaurants, hotels, shopping centers, home and villa check-ins, airports, and welcome centers. Many locals eagerly await its arrival in their mailboxes each month.

Where To Go publishes 60,000-75,000 issues each month, depending on the season. The issues can be found in many of the same places as *Island Events*, as well as at conventions, Chamber events, South Carolina Welcome Centers, and locales in Beaufort and Lady's Island.

"Our advertising brings local companies business," said Watts. "There's a definite advantage to advertising in several places. It's easy to miss an ad when it's only in one place, and when people see an ad in more than one place, it really gets them thinking about it."

Anything and everything a visitor, newcomer, or long time local needs or wants to know, in order to live island life to its fullest, can be found among the pages of these publications.

For information about *Where To Go* on Hilton Head Island check out wheretogohiltonhead.com, or call 686-5808. To learn more about *Island Events* call 785-5924 or visit them at 114 Arrow Road or on the Web at hiltonhead.com.

Editor's note: This month's featured business owners are not only successful and respected icons within our community, they are also friends who consider themselves, "friendly competition." **M**

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JEWELERS • SINCE 1927
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www.ForsythesJewelers.biz

MACKENZIE-CHILDS
Bug Band Enamelware
The ants go marching one by one to FAVORS...boorah, boorah!
FAVORS FORSYTHE
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The Shop at Sea Pines Center
www.ForsythesJewelers.biz