

INTRODUCING:



GoKiawah

An exciting new initiative
invites Members to come together,
explore more, and go with the flow!

The Kiawah Island Club wants you to experience *more*.
More communion with fellow Members. More adventure on
the water. More access to the urban charms of Charleston.

The GoKiawah initiative will greatly enhance the Club
lifestyle with new programming and a wealth of off-Island
activities designed to engage and inspire. Created to broaden
opportunities for adults, for children, and for families,
GoKiawah will redefine Club life from the word “Go!”



Come together

Birds of a feather flock together. The time-tested adage that people with similar tastes congregate in groups inspired a key component of GoKiawah: connecting Club Members through shared interests and mutual pursuits. Building a small group model of customized programming seemed obvious to Jordan Davis, GoKiawah’s Lifestyle and Activities Manager. “On the one hand,” she explains, “all of our Members share a common denominator in their love of Kiawah Island. So now that they’re all here, how do we foster more intimate connections given the age range of our Club Members or differences in backgrounds, work histories, and family dynamics? Answer? We focus on shared interests, exposure to Lowcountry culture, and specialized group activities.”



GoKiawah introduces an ever-evolving, always-growing roster of events and special interest clubs, or circles, to the Kiawah Island Club community. Circles will foster regular gatherings for Members in an impressive range of categories. Wine lovers, fitness gurus, photographers, cyclists, epicureans, dog lovers, artists, and musicians will be brought together. And these are just a start. Offerings will expand as the program grows and as feedback is received from Members. Robbie Crawford, General Manager of The Kiawah Island Club, explains, “We’re building on what Members already enjoy by further coordinating some of our lifestyle offerings as a catalyst to bringing people together.” And Davis adds, “But we want the Members to feel ownership and allow programming to evolve based on their likes and needs.”



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To compliment the small circle initiative in uniting like-minded Members, a series of specialized event programming will broaden opportunities for connection. GoKiawah Director Kevin LaFountain expresses his enthusiasm, saying “It’s our hope that these new programs allow Members to connect to themselves, to their families, to other Members, and to the Island as a whole.”

Already on the calendar, GoKiawah will host:

- * **The Yoga Series**—fostering group stretching and meditation across many locations including Ocean Park.
- * **Leashes and Lenses**—for Club Member shutterbugs and their pets.
- * **The GoInfo Series**—seminars on various topics (preventative care, wine appreciation, culinary trends) with guest speakers including healthcare professionals, vineyard reps, and top local chefs.



* **Musician's Nights**—spirited, lively variety shows for musically gifted Club Members to prove that *Kiawah's Got Talent*.

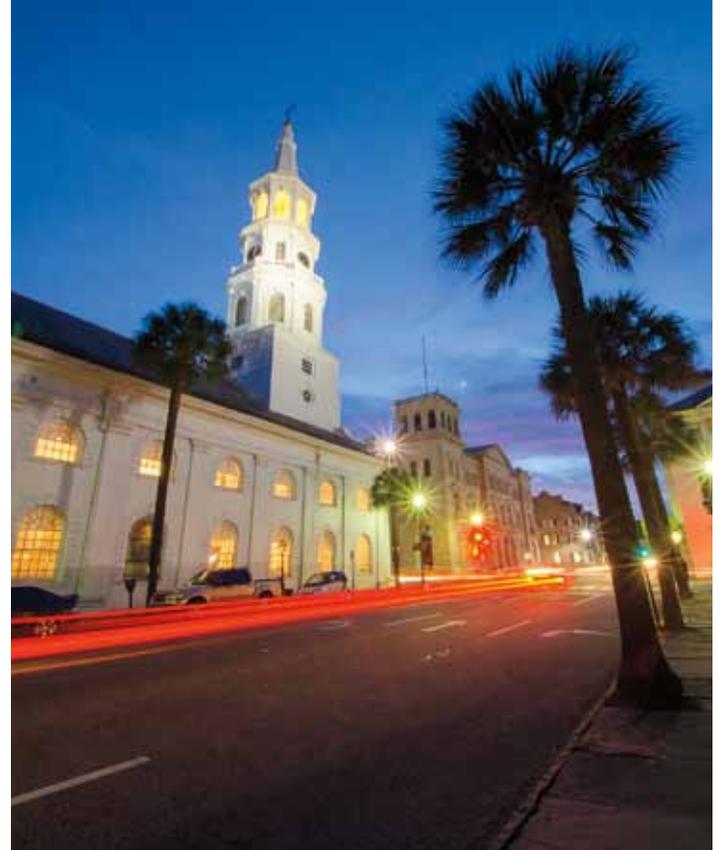
* **Sip and See Series**—a series of off-Island tours, the first being a tour and tasting of Charleston Tea Plantation, Firefly Distillery, and Irvin-House vineyard.

Explore More

Off-Island events will greatly broaden the borders of the GoKiawah playground. Utilizing local transportation services, Member gatherings will extend beyond Kiawah, into the Lowcountry, and the urban excitement of Charleston. Now, baseball fans might cheer on their favorite minor-leaguers at a Riverdogs game. Family time will know no bounds with trips to Mt. Pleasant's wildly entertaining Sky Zone or adventures on Johns Island's Trophy Lakes. Christine Marley, the Club's Programming Director, along with Beverage Director Larry Caraviello, will see to it that gourmet groupies and wine enthusiasts enjoy on-site tastings at some of Charleston's finest establishments. Marley says, "We're committed to expanding on culinary experiences for our Members and plan to bring celebrity chefs into the mix."

Go with the flow

GoKiawah is taking to the water. Capitalizing on an enviable proximity to the rivers and the ocean that define Island life, GoKiawah will launch excursions ranging from recreational to romantic on the waterways. Fishing tournaments and tubing will entice sportsmen while cocktail cruises and full moon kayak tours will set passionate hearts to triple time. LaFountain says,



"As a boat owner, I understand first-hand the beauty of the rivers and salt marshes surrounding Kiawah and Charleston. Most Sundays you'll find me, my wife, and our dogs anchored along the backside of Kiawah." He is extremely enthusiastic about offering Members the same opportunity to explore the area's waterways. "Whether you're catching your first fish or

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THE YOUTH MOVEMENT

Camp Days, Kid Zone, & The Beach Club
inspire kids to Go! Go! Go!

Invigorating. Expansive. Exciting. As GoKiawah's youth initiatives are introduced, these adjectives will undoubtedly attend its debut. "We're really excited about the new direction we're taking with kids' activities," Mark Mason, Aquatics Director exclaims, "and we feel like it's really going to benefit Members and be a great deal of fun for kids as well!"

With his spirited, lively personality, Mason seems an ideal fit for his new post leading the Club's younger demographic. Having worked for the Club for the last nine years, his established relationships with Members and his well-honed knowledge of the facilities will prove invaluable to what he wants to accomplish. "I have a real passion for what we've done here at the Club and what we have yet to do," he says.

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That passion is evident as he discusses key components in GoKiawah's youth-focused agenda. "We're really fine-tuning and broadening what has worked beautifully all along—taking activities and programming that have always been very popular with Members and giving them much more of it." And recognizing that many Members vacation on Kiawah throughout the year, youth programming will extend far beyond

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the previous summer months' scheduling. "Now, we'll be hosting events on holiday weekends and during school vacation days," Mason explains.

In response to requests for extended kids programming, GoKiawah will honor Members with:

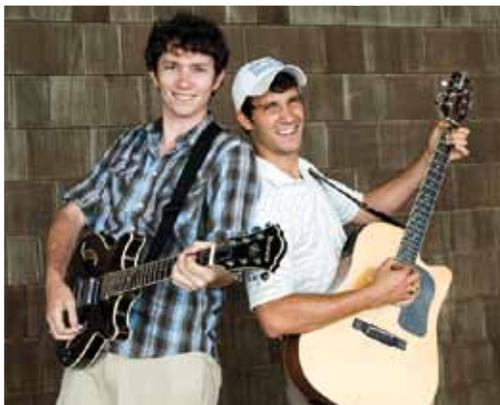
Camp Days. Summertime fun goes full-time with the introduction of Sports Camp and Adventure Camp days. Each week throughout the summer, GoKiawah will host Sports Camp on Monday and Wednesday and Adventure Camp on Tuesday and Thursday with Fridays reserved for off-Island excursions. "Members can drop off their children knowing that we'll entertain them from 10:00 a.m. until 3:00 p.m. with a series of well-planned activities—and lunch is served as well," Mason explains. On Sports Camp days, kids will engage in golf, tennis, squash, soccer, and archery with a variety of choices to be added in to the rotation. Adventure Camp days will include kayaking, surfing, and ocean discovery along with traditional scouting-type activities including survival skills and fishing. The Sports Pavilion will also host swim team class Mondays and Wednesdays for children ages 5–12. Swim team participants will then compete against their individual times on Fridays at swim meet.

Kid Zone. Is it a *playdate* for children or a *date night* for parents? Thanks to some masterful planning, Kid Zone is both. On Friday and Saturday evenings throughout the summer, The Sports Pavilion will host kids for four hours of rousing activities and a poolside buffet dinner. Freeing up a weekend night for parents, the "kids only" program will run from 5:30 to 9:30 p.m. and specialize in innovative youth entertainment. Mason says, "We're planning on bringing in rock-climbing walls and jump castles some nights. Those will be special additions to standard free-play activities like tennis, basketball, dodgeball, and ping pong. Easter weekend, we've got a mobile gaming theater and laser tag planned."



More Beach Club Fun. In celebrating the boundless energy and tireless spirit of Kiawah's youth, GoKiawah is extending Beach Club hours significantly. Counselor-led activities will run during the summer Monday through Saturday from 11:30 a.m. to 8:00 p.m. Pool games, crafts, and other popular favorites will continue to thrill the children while a host of new offerings will foster the participation of the entire family. "We've got parachute games and cornhole tournaments and kickball on the agenda. We want to see moms, dads, grandparents, teens and toddlers out there together. This is a great opportunity for multi-generational fun."





your hundredth, enjoying drinks with friends on a sunset river trip, the water will offer everyone a great new experience,” he explains, adding “plus, we’re really quite close to Charleston and we’ve got easy access through the water. Anything’s possible!”

Get Going!

GoKiawah opens a new world of opportunities for Members to come together, for families to share adventures, and for everyone to explore the Lowcountry. “Charleston and its surroundings have so many entertaining, dining, and cultural offerings,” says LaFountain, “and it’s become a must-see destination for travelers. So it only makes sense to make downtown and surrounding areas more accessible to our Members.”

Davis agrees, saying “All of our programming will offer a new perspective of Club life to our Members. But what we’re really looking forward to is watching those personal connections develop between them. Whether you’re new to the Club or joined back in 1993, our hope is that you’ll share experiences with new friends. Who knows? You may even uncover a new passion.”

If birds of a feather truly flock together, GoKiawah should help Members take flight.

See what’s planned for the coming months at GoKiawah.com.

MEET THE



GoKiawah
TEAM





Kevin LaFountain, *Director*

Hails from: Columbia, South Carolina

Education: Bachelor's in Hotel, Restaurant & Tourism Administration, University of South Carolina

Time with Kiawah Island Club: 13 years

Vision for GoKiawah:

I want the programming and the enhanced sense of community it creates to become the soul of The Kiawah Island Club. Many private clubs boast elegant golf courses and great facilities but I think GoKiawah's programming of shared interests and experiences will set us apart.

Favorite Island Activity:

Kayaking and paddle boarding give me a different Island vantage point and really immerse me in the environment.

Indulgence:

Anything related to brunch.

Family:

My wife of three years, who I met as a coworker here. We were married on the Island.

Little-Known Fact:

I've celebrated the New Year on three different continents.



Jordan Davis *Lifestyle and Activities Manager*

Hails from: Columbia, South Carolina

Education: Bachelor's in Elementary Education, College of Charleston

Time with Kiawah Island Club: 12 years

Vision for GoKiawah:

My hope is that by making the program accessible and approachable, Members, old and new, will find a renewed sense of community and personal fulfillment.

Favorite Island Activity:

Running the Parkway bike path.

Indulgence:

I can't choose just one, so: Trader Joe's, magazines, cheap wine, FroYo, and Target!

Family:

My super smart and totally good-looking husband Thomas and our two spirited and hilarious little girls.

Little-Known Fact:

Growing up, I was a competition-level tap dancer.

Mark Mason, Aquatics Director

Hails from: Greenville, South Carolina

Education: Bachelor's in Marketing and Human Resources Management, University of South Carolina

Time with Kiawah Island Club: 9 years

Vision for GoKiawah:

To make it easier for Members to connect with other Members, the Club, the natural environment, and themselves.

Favorite Island Activity:

Biking. I'm somewhere in between a cyclist and a casual cruiser. The trails out here are so great, they've spoiled me from biking anywhere else.

Indulgence:

Traveling and dining out.

Family:

My five-year-old daughter Clare, who I'm extremely proud of. Plus, my girlfriend who I live with on Johns Island along with our black puggle Moe, who looks (and smells) kind of funny.

Little-Known Fact:

My girlfriend likes us to dress in matching outfits. No, really... I'm serious.



Christine Marley Club Programs Director

Hails from: Chicago, Illinois

Education: Bachelor's in Hospitality Management and Business Administration, East Carolina University

Time with Kiawah Island Club: 12 years

Vision for GoKiawah:

To provide Club Members with cutting edge events on and off the Island and build on our culinary excellence and wine initiative through events featuring Tom Colicchio and other celebrity chefs.

Favorite Island Activity:

I particularly enjoy the Annual Children's Easter Egg Hunt, July 4th Events, Scavenger Hunts and Fishing Derby...ultimately, anything outdoors!

Indulgence:

My morning coffee, fine dining, traveling, new adventures, bargain shopping—I love Costco—and sporting activities with my boys.

Family:

My husband Aaron, my sporty three-year-old son, Blake, and our yellow lab, Wrigley—after all; I did grow up in Chicago!

Little-Known Fact:

I went all the way to Fiji for my scuba certification a few years ago.

