

TABBY TATTLER

Dataaw Historic Foundation Newsletter

Fall 2010

From the President . . . JACK BROWN



It is my pleasure to welcome you to the fall 2010 issue of DHF's semi-annual newsletter.

Since our last newsletter came out a few short months ago, DHF has been very busy in its role as the steward/caretaker of Dataaw history, taking on a number of new projects. I am delighted that you will read about several of these projects in this issue of the *Tabby Tattler*.

Some of our projects are related to the soon-to-be-celebrated 25th Anniversary of Dataaw Island as a residential community. Major sources of information for this anniversary have been the DHF archives/records and interviews DHF members have had with long-term employees. Projects include: (1) articles in *Tabby Tattler* and *Dateline* about our community's beginnings and the Island's visionary developer, William Cochrane, both written by our historian, Jane Griffith; (2) a presentation about the Island's 12,000-year-history recently delivered by Joel Holden in just 20 minutes to a group of Club members and off-island guests; and (3) a slide show of historic photographs prepared by the DHF Historic Committee and slated to be part of the mid-November 25th anniversary celebration on November 13.

We especially invite you to attend a "Fireside Chat" on November 18, planned to complement our 25th anniversary celebration. We are honored to have Colin Brooker as the featured speaker. Colin is a well-known historic ruins conservator and preservationist who has been the expert overseeing and caring for the Dataaw historic structures since the 1980s. His presentation will be on the history of tabby construction on Dataaw, at other places in the U.S. and in the Bahamas. Tabby is a construction feature that distinguishes this area of the South from other areas of the country.

Of major importance, this issue announces a significant new initiative related to the Island's dominant historic site — the Sams Plantation Complex. For the past year, the DIOA Board, Island Management and DHF have been exploring the possibility of listing this site on the National Register of Historic Places. It had long been the subject of discussion by several previous boards dating back to Alcoa in the mid 1980s. I am very pleased to report that on October 18th the DIOA Board voted unanimously to list the Sams Plantation Complex on the National Register of Historic Places. I think it will be a "win-win" situation
(President's Message continued on page 7)



25th Anniversary
Celebration of
Dataaw Island

Saturday, November 13, 2010

Cookout & Events

Open to all Dataaw Members & Property Owners. See page 8 for schedule of events.



Plan to attend the
DHF FIRESIDE CHAT

Thursday, November 18, 2010
in the Carolina Room

Cocktails at 6:00 PM

Dinner at 6:30 PM

Cost for dinner is \$24.94 ++

Call Darlene at 838-8282 for reservations.

You do not want to miss the presentation by our featured speaker, Colin Brooker, followed by your questions and Colin's answers. Colin is considered a master architectural historian and has been working with the preservation effort on Dataaw Island since its early development by ALCOA. Today he is considered to be the foremost authority on tabby and the conservation and preservation of tabby structures. His presentation will focus on his and others' work at the Sams Plantation ruins as well as other locations. Most recently he has provided an architectural survey of the Lewis Reeves Sams ruins on and in the Morgan River. He is currently involved with the Dataaw Island Historic Foundation in its ongoing efforts to preserve the historical tabby ruins on the island.

MENU

Petite Salad

Chicken stuffed with Goat Cheese, Leeks and Fresh Basil

Roasted Red New Potatoes, Southern Style Green Beans and Biscuits

Peach Cobbler and Coffee

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A 25th Anniversary Tribute to William F. Cochrane ... JANE GRIFFITH Dataw Island's Visionary Developer and Tireless Community Activist



William F. Cochrane . . . On our 25th anniversary, we look back at the man who had such a big part in the making of Dataw.

Celebrating Dataw Island’s 25th anniversary is an appropriate time to introduce our newer residents to **Bill Cochrane**, essentially the man in charge of Dataw Island’s development. And those of us who have been around for awhile will enjoy reminiscing about him.

Upon seeing Datha Island in 1981, Alcoa’s Bill Cochrane recognized its potential and recommended its purchase. The sale took place in January of 1983. Thus began the remarkable transformation of Datha to Dataw. Bill Cochrane embraced Dataw’s history and was determined to protect the charm and serenity of its natural setting. The result: he developed a first-class residential community and contributed significantly to the Beaufort community.

Born in 1928 in Oakmont, Pennsylvania, Bill spent most of his youth in Ligonier, Pennsylvania. He was a Navy veteran, graduate of the University of Denver, did postgraduate work at St. Vincent College in business and accounting and studied real estate and appraising at Penn State University. He had 29 years of experience in residential construction and real estate development when he arrived at Dataw. He was ultimately named president of Alcoa South Carolina.

Bill hired competent, hard working staff to make Dataw the best it could be. Twenty-five years later, twelve long-time employees continue to serve our island. They are *Ann Brown*, Director of Catering/Special Events; *Carlos Decker*, Dining Room Manager; *Emmett Decker*, Director of Security; *Corky Demers*, Human Resource Director; *Solomon Holmes*, Golf Maintenance; *Beulah Jenkins*, Line Cook; *Lori Murdaugh*, Controller and Assistant General Manager; *Al Orage*, Landscape Supervisor; *Karla Peterson*, Accounts Payable Clerk; *Benji Simmons*, Landscape Irrigation Technician; *Eva Simmons*, Sous Chef; *Teddy Schultz*, ARB Director. Eleven years after his death, they fondly shared their memories of Mr. Cochrane with some DHF members.

Memories of Bill Cochrane

Many employees remember Bill Cochrane as larger than life, and, as Carlos Decker described him, “...very visible, a very friendly guy, a big man. He commanded a certain presence.”

“When I first started I was 24 years old, and he was this big man with a booming voice. Actually I was kind of scared of him” said Corky Demers.

They also remembered him as an astute businessman and great leader and a very decisive man. Teddy Schultz recalls, “He was very much the leader. I still hear some residents say from time to time, ‘Where is a Bill Cochrane when we need a leader like him?’”

Sous Chef Eva Simmons and Line Cook Beulah Jenkins told us how he kept employees at all levels well informed about the island’s progress and made them an integral part of his team. “Once a year we had a ‘State of the Island’ address to let us know what was going on — like how many houses were sold and all the landmarks along the way,” Beulah said. And they both commented on the mementos they received to commemorate significant occasions, like a coffee cup with 600 on it to celebrate the 600th lot sold!

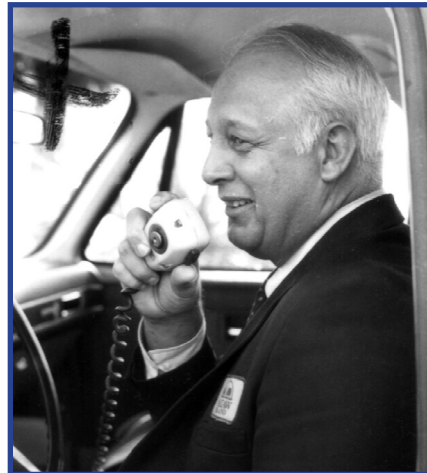


Then . . . and now!
(ABOVELEFT) Beulah Jenkins in 1985 and (ABOVERIGHT) today.
(BELOWLEFT) Eva Simmons in 1985 and (BELOWRIGHT) today.

Bill Cochrane was a visionary who saw the bigger picture, according to many past and present employees. For example, he insisted that Alcoa spend money on landscaping the entryway because, he said, we only have one chance to make a first impression. For this reason, Bill insisted — despite strong opposition from SCE&G — that the utility company put the electric cable underground along Dataw’s

entry causeway, rather than install overhead pole lines. He had observed that the pole line leading into Callawassie Island leaned, making a terrible statement. It is interesting to note that following Dataw's lead, Beaufort County ultimately required all new PUDs to install underground wiring.

Emmett Decker reminded us that Mr. Cochrane also oversaw securing fire protection for the island and the waste station which is located on Old Polowana Road. "For a long time a fire truck and water truck were parked over in Golf Maintenance. That was the Dataw fire department!" said Teddy Schultz.



Emmett Decker in Dataw Island's very first security truck.

Lori Murdaugh explained, "We paid for the fire protection on Dataw because everyone's homeowner insurance had gone up. The fire station had to be within five miles; so they measured from the northernmost part of the island at Big Dataw Point to Polowana Road, which is just five miles. Then we bought and donated the property for the fire station."

Bill Cochrane was clearly a creative, "out-of-the-box" thinker. To capture the ambiance of the Low Country, Cochrane had indigo and cotton planted near the Cannery. Benji Simmons, landscape irrigation technician, laughed, "As a matter of fact, I still got cotton in my bag from over there." Mr. Cochrane also hired a local fellow to carve wooden bateaus (flat bottom oyster boats), and wowed buyers with cruises around the island on a boat called King Dataw.

One of his other ideas was an event to sell Bluff units, according to both Lori Murdaugh and the *Hilton Head News* of October 4, 1984: "There was a drawing to sell the Bluff units. People came with checks for \$5K which were dropped into a top hat. Tom Fazio, designer of the Cotton Dike course, stood on CD 18 and pulled the names from the hat. Each unit sold for \$138K furnished. This netted more than \$1.6 million in ten minutes."

Bill Cochrane was a doggedly determined optimist. Getting state and federal approval for the marina was a long, arduous, and expensive procedure. Bill told sales people to assure buyers there would be a marina. Additionally, Bill

was determined to have the infrastructure plus amenities, including an operational clubhouse, in place before the island was opened for sales. "I initially put all the pieces together at the Clubhouse — china, crystal, uniforms. I also did staff training," says Ann Brown, Director of Catering/Special Events. Staff and their families were invited to eat there prior to the Club opening so the chef and wait staff could hone their skills.

Carlos Decker said that it was a very formal place with fine dining, silverware, glassware, china and tableside service. He reminded us that men had to have jackets and ties, and extra jackets were kept at the club in case someone came in without one.



Carlos Decker, picking out wine from the Dataw wine cellar.



Al Orage (Left) and Benji Simmons (Right)

Bill Cochrane also was a down to earth, hard working guy who was not pretentious. His love of gardening inspired our garden plots near the Cannery, and he started the Farmer's Market at Waterfront Park. Rather than drive a fancy car, he had an old pickup truck which frequently got mired in the muck at the corner of ICE and Dataw Drive before the

(25th Anniverary Tribute continued on page 6)



**DHF'S ANNUAL FISH FRY
OCTOBER 18, 2010**



**THE FOOD
WAS
DELICIOUS,
THE
DESSERTS
SPECTACULAR,**



AND A GRAND TIME WAS HAD BY ALL!

**SPECIAL THANKS TO
OUR FISH FRY
GO-CHAIRS,
LYNN MAHER
AND
PAULA CAMPBELL
AND TO
ROBIN COLGAN
FOR TAKING
THESE PHOTOS!
AND A BIG
WELCOME TO
JULIE GOOD,
HISTORIC BEAUFORT
FOUNDATION'S
NEW EXECUTIVE
DIRECTOR.**



Julie Good, HBF Foundation and Woody Rutter, Dataw resident and HBF member.

Paula Campbell and Lynn Maher, Event Co-Chairs

A 25th Anniversary Tribute to William F. Cochrane *(Continued from page 3)*

roads were built. “Cochrane Curve? Yeah, we called it that because he kept getting stuck there. He sure was a fun guy — a people person!” reminisced Benji Simmons and Al Orage, Landscaping.

“I had to pull him out many times,” added Emmett Decker.

Kind and caring and recognizing the value of his employees were other words we heard about Bill Cochrane. “He was — you know — he was a sweet person, personal, more one on one,” remembered Beulah Jenkins, line cook.

“Oh, he was fantastic! He would always have stories to tell and he was just a genuine, caring person. He cared about staff,” said Karla Peterson, accounts payable clerk.

He encouraged camaraderie among his staff. “Yeah, we had a basketball team and a softball team. I loved the softball. We’d knock off on Tuesday and Thursday nights and go to the park,” added Solomon Holmes, Golf Course Maintenance.

Bill Cochrane’s legacy

Bill Cochrane was a community activist whose indelible mark on the Beaufort Community will be remembered forever. He recognized the benefit of good community relations. He put Alcoa’s assets and his compassionate nature and boundless energy to work to make Beaufort better, and he inspired and encouraged Dataw residents to volunteer. Among his accomplishments were improving fire protection and sewage treatment for Saint Helena, promoting a good educational system, and supporting countless Beaufort charitable organizations. “Bill understood that with educating everyone, you made a better society. He was very into learning, very into making sure that young people got the education they needed,” said



Lori Murdagh, Controller and Assistant General Manager

Lori Murdaugh. “That’s why we started the scholarship fund in his name when he died.”

Among his many distinguished honors were his being chosen the Greater Beaufort Chamber of Commerce Citizen of the Year in 1985 and Businessman of the Decade in 1990.

Following his death in 1999, the Beaufort community received another legacy from Mr. Cochrane — the Cochrane Heart Center at Beaufort Memorial Hospital. Former mayor of Beaufort, Henry Chambers, in his comments upon Mr. Cochrane’s death, summed up his life eloquently. “I don’t know in my lifetime of any individual who gave of himself so completely to the community. Whatever Bill was involved in he was successful for the betterment of us all.”



Twelve thousand years of Dataw Island history in 20 minutes!?! Believe it or not, that is what DHF Vice President Joel Holden presented to guests at the Men’s Member/Guest Ladies Luncheon on October 1. He prepared a slide show that began with PaleoIndians, who frequented Dataw Island as early as 10,000 BC. The slides then rolled through the Woodland Indian era (1500 B.C.—1000 A.D.) and through Spanish exploration in the early 1500s. The Spanish exploration gave Joel the opportunity to tell the story of the legend of King Datha as told by Native American Francisco Chicora to his Spanish captors. Whether the legend is exaggerated or not, it gave this island its original name: Datha.

Following the Spanish settlers, slides continued with the arrival of English settlers, including the Sams family. Berners Barnwell Sams and his fifteen children seemed to captivate the guests. The ladies were scheduled for buggy tours through the Historic District of Beaufort, so Joel also presented images of the Sams family homes in Beaufort to provide an insight into some of the homes they would see during the tour.

The Civil War and its consequences were a real turning point for the entire area. At Dataw, the destruction of the Sea Island cotton plantation system was followed by the tenant farming period. No presentation of Dataw history would be complete without the era of Kate Gleason and the ownership of Dataw by the Rowland family, so Joel included several slides about those changes. He concluded with the ALCOA purchase from the Rowlands and the development of our great island of friends.

And YES the entire presentation was completed in 20 minutes, so the group could be on time for their buggy rides! The Dataw Historic Foundation is grateful to the DIGA Member/Guest Golf Committee for inviting us to share Dataw Island’s rich history. We are also very thankful for the generous donation the committee made to the Foundation.

The Sams Family Plantation Complex: Now listed on the National Register of Historic Places . . . JOEL HOLDEN

On October 18, 2010, the DIOA Board unanimously voted to list the Sams Family Plantation Complex on the National Register of Historic Places. Twenty-two years had passed from the time that the ruins had originally been deemed eligible for this prestigious designation.

The National Register of Historic Places (NRHP) is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

In 1988, the South Carolina Department of Archives and History recognized the Sams Family Plantation Complex as a landmark of significant historical importance. They detailed a thorough description of the tabby ruins and its history on a National Register of Historic Places Registration Form. On October 8, 1988, the National Parks Service accepted the Sams Family Plantation Complex as "eligible for listing" on the National Register of Historic Places (NRHP).

At that time, ALCOA, the owner and developer of Dataw Island, objected to having the historic site formally listed on the National Register. Dataw Island was in the development phase and concerns about unknown factors of potential government interference along with concern about the effect of the listing on a gated community most likely prompted ALCOA's objection to a formal NRHP listing.

Early in 2010, the Dataw Historic Foundation, the DIOA Board, and General Manager Ted Bartlett undertook an in-depth review of the ramifications of an NRHP listing.

The Preservation Officer of Beaufort County Planning Board, the South Carolina Department of Archives and History, and the National Parks Service provided assistance in this review. The parties determined that lifting the original owner's objection to listing would incur no additional regulations nor would it require opening the island to the public. However they did determine that this designation would have several benefits, including historic recognition, pride of ownership, and being able to display a highly prestigious bronze plaque acknowledging the NRHP designation.

A previously overlooked benefit to Dataw is the great marketing tool provided by the NRHP recognition.

We can proudly list the NRHP designation and plaque on our websites, advertisements, marketing information, and any other materials. Links to our website from other websites relating to History and the NRHP can be established. Travel information websites often gather additional exposure to the charm of Dataw Island.

Formal listing is a win-win situation for Dataw.



President's Message *(Continued from page 1)*

for Dataw. It will provide national recognition for Dataw's historic site; it should give residents a sense of pride in our heritage, and it will be a valuable tool for Dataw's marketing program. Many thanks should go to a few key people who worked very hard to ensure the success of this project: Ted Bartlett and Lori Murdaugh from Island Management, Colin Collins and John Colgan from the DIOA Board and Joel Holden from DHF.

As for DHF's preservation and conservation work this year, we have worked on several projects at Dataw's historic sites, including efforts at the Sams Complex, Sams Cemetery, Cotton Dike Cemetery and LR Sams Plantation site on the Morgan River. Our most recent project took place a little over a month ago at the Sams Cemetery Chapel, when a thunderstorm caused a live oak limb to fall on a tabby wall, causing some damage to the 200+ year-old structure. Our tabby experts were able to successfully repair the damage.

Today, several experts tell us that Dataw has some of the finest historic plantation ruins in the country. In my opinion, this enviable position of having historic sites within a residential community can be attributed to two major things: first, a decision by Alcoa over 25 years ago to save this special part of Dataw's history; and second, the long-standing commitment by DHF and its members to preserve the plantation ruins on the Island.

In closing, I want to thank all of our DHF members for their financial and volunteer support. Currently, our membership numbers over 360, close to half of the Island. For those of you who have yet to become members, I encourage you to join us because a healthy and growing DHF membership is important to ensure that the plantation ruins remain a unique treasure of our wonderful community.

Notes from the Board

Nearly half of Dataw Island property owners are members of the Dataw Historic Foundation! That is 360 members to be exact. This makes us the largest organization in our community. DHF is very proud of this fact, but we want **all** Dataw residents to join us in our efforts to preserve and foster the rich Sea Island plantation history that sets us apart from similar communities. Our new membership drive begins in January, so watch for our 2011 membership enrollment form. If you have not become a member for 2010, we would love to have you! Just put a dues check for \$30 per family in Membership Chairman Patty Gesell's message box at 1722 Longfield Drive.

Also, if you are already a member of DHF, please pay special attention to the **volunteer form** enclosed in the *Tabby Tattler*. We want to uncover the many hidden interests and talents of our members. We also really want you to become an interested and active member of DHF. So fill out the form and drop it in Patty Gesell's message box — still at 1722 Longfield Drive. You'll hear back from us!

Saturday, November 13, 2010, is a very special day for Dataw Island. We will celebrate Dataw Island's 25th Anniversary. There are a myriad of activities for you to attend. We ask you especially to stop by the Marina Gazebo Tent, where DHF will have a continuous loop of great archived photos of the island, its residents, and its employees — both past and present! At 4:30 PM, there will be an awards ceremony for 25-year employees and residents. Come and show your support for them. What a great contribution they have made to this community!

Schedule of Events for 25th Anniversary Celebration

- Croquet Demonstration Match 9:00–9:30 AM (Croquet Court)
- Golf Short Course Tournament (9:00 AM–4:00 PM, Practice Range)
- Tennis Exhibition (9:30–10:30 AM, Tennis Courts)
- D.I.Y.C. Boat Ride Tours (10:00 AM–12 NOON, Marina Dock)
- Golf Demonstration/Clinic (10:30–11:30 AM, Chipping Range)
- V.A.C. Showcase (11:00 AM–4:00 PM, Community Center)
- Garden Club Exhibit (11:00 AM–4:00 PM, Community Center)
- Treasure Hunt (1 PM, Carolina Parking Lot (expected to last 2.5 hours)
- Hamburger/Hot Dog Cookout (12 NOON–4:30 PM, Marina Gazebo Tent)
(Member Signature/Cash Bar & Wine Bar Available)
- D.H.F. Slide Show (12 NOON–4:30 PM, Marina Gazebo Tent)
- Anniversary Quilt Raffle Sales (12 NOON–4:00 PM, Marina Gazebo Tent)
The winning ticket will be picked during the Closing Ceremonies.
- 25 Year Awards Ceremony & Closing Remarks
(4:30 PM, Marina Gazebo Tent)

Looking Ahead! Save the Date!

DHF's Annual Oyster Roast will be March 7, 2011

DHF 2010 Officers, Board Committees Chairmen and Directors

Officers

- President: Jack Brown
- Vice President: Marilyn Peck
- Vice President: Joel Holden
- Treasurer: Doug Campbell
- Recording Secretary: Barbara Titus
- Corresponding Secretary: Cece Megrue

Board Committees Chairmen

- Fundraising Co-Chair: Lynn Maher
- Fundraising Co-Chair: Paula Campbell
- Grounds Co-Chair: Peter Pearks
- Grounds Co-Chair: Terry Lurtz
- Historic: Jane Griffith
- Long-Range Planning: Joel Holden
- Membership Co-Chair: Patty Gesell
- Membership Co-Chair: Leslie Holbrook
- Public Relations Co-Chair: Barbara Payne
- Public Relations Co-Chair: Marilyn Peck
- Ruins Preservation Co-Chair: Cathy Crocker
- Ruins Preservation Co-Chair: J.D. Huntley

Directors At-Large

- Long-Range Planning, PR: Elizabeth Blair
- Public Relations: Cindy Schafer
- Long-Range Planning, Historic: Anne Williams

Other

- Technical Consultant: Larry Rowland
- DIOA Representative: John Colgan

Need a holiday or hostess gift? Check out the **DHF notecards**. The cover of each card is Bonnie McDonald's photo "*Misty Ruins*." There are 10 notecards in each pack and the cost is just \$10. Available at the alcove desk in the Community Center or at the Golf Pro Shop.

TABBY TATTLER

Fall 2010

Tabby Tattler is a biannual publication of the Dataw Historic Foundation, Dataw Island, South Carolina.

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