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To: Kester, Tonykester@aging.sc.gov

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Subject: Spotlighting: Jackson County, Charleston, Fort Mill, New Bern, Charlotte

April 26, 2016

*Below: What a cast; the Pepsi generation; beautiful fruit; and oysters, too; keep 'em free; a rose is a rose; screams allowed; say cheese*

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## Carolina Adventures

### **Fly Fishing | Jackson County, NC** ***Put This on Your Bucket List***

“Trout don’t live in ugly places.” That’s the observation of Alex Bell, owner of AB’s Fly Fishing Guide Service, and whether you’re simply trying to get fly fishing off your bucket list, or you’ve already discovered it’s the best way to spend an afternoon, Alex is the guy to make it happen and Jackson County, in Western North Carolina, is where you want to go.

It’s no accident that Jackson County is home to the first designated fly fishing trail in the United States. Alex Bell is co-creator of the trail and one of the area’s strongest advocates. He’s an expert guide who will take you to the pristine mountain rivers, lakes and streams of Western North Carolina and, at the end of the day, he’ll have done his level best to make sure you’ve caught some fish and had the time of your life.

“For first-timers, I start by having a conversation to discover what they want to get out of their day,” he explained. “Some want to simply try out the sport, while others really have a desire to learn how to cast, catch and release.” They’ll spend an hour or two on technique, then head to the water, perhaps the Tuckasegee River,

with nearly 20 miles of prime fishing to be had. Veterans of the sport might prefer Panthertown Creek, or perhaps Caney Fork. No longer a males-only activity, in recent years, AB's has been host to a number of ladies' outings, in which the traditional spa day for a bride-to-be and her friends is abandoned in favor of a day on some of the most beautiful fishing water in the world.

**WOW Factor:** All of Jackson County is beautiful, but the water pathways making up the Fly Fishing Trail are nothing short of stunning. Writer Izaak Walton called fly fishing "the contemplative man's recreation." Reviewers on [Trip Advisor] use words like awesome, magical, peaceful, amazing, tremendous, and our favorite. "With Alex Bell as your guide, you will learn something, catch fish, have fun and make a new friend."

**Hint:** Don't worry about the supplies – he's got everything you need. Remember, no goeey worms to bait – and the flies are small pieces of art that quite frequently fool the fish. Most catch and release, but some want a trout or two to take home for dinner. Either way, you're sure to carry fond memories away from this Carolina adventure.

[www.abfish.org](http://www.abfish.org) | [www.mountainlovers.com](http://www.mountainlovers.com) | [www.flyfishingtrail.com](http://www.flyfishingtrail.com)

Explore [Cashiers and Jackson County](#)

Find 76 more [Carolina Adventures](#).

## Carolina Famous Faces

### The Story of Pepsi

Caleb Bradham was born in Chinquapin, NC in 1867. He graduated from the University of North Carolina. And enrolled in the University of Maryland School of Medicine to become a doctor. He earned spare money by working as a pharmacy apprentice. His plans changed when a family issue called him home.

The young man taught school for a time, and then opened a drug store in New Bern. In 1893, he concocted "Brad's Drink," made from sugar, water, caramel, lemon oil, nutmeg and other natural ingredients. Five years later, he changed the name to Pepsi Cola and promoted it as a healthy drink that aided in digestion.

Caleb Bradham married Charity Credle in 1901 and owned a home which is listed on the National Register of Historic Places as the Slover-Bradham House.

In 1902, the Pepsi Cola Company was formed and Caleb Bradham was the first president. Eight years later, the company had 240 franchises in 24 states. And then World War I and sugar rationing hurt the young company which eventually declared bankruptcy and was sold to Craven Holding Corporation for \$30,000.

The inventor remained in New Bern, and returned to operating his drug store. During the rest of his life, he served in a variety of positions, including president of the People's Bank of New Bern, an officer in the naval reserve for 25 years, retiring as rear admiral, and a variety of other positions.

The man would no doubt be amazed at what the Pepsi Cola

Company has become -- Pepsico. In 2013, Pepsi was ranked #1 on Corebrand's list of Most Respected Companies and is a Fortune 500 company. Caleb Bradham died in 1934.

More about [New Bern](#).

*Caleb Bradham image courtesy North Carolina Museum of History*

## Carolina Creatives

### Sweet Southern Style

I'll never forget wearing my first wide-brimmed black hat to church, the year I turned 14 – old enough, my parents judged, for such adult attire. I was something else, at least in my own mind. The only thing that could have possibly been sexier would have been a lace veil. That, however, would have been way too much. The next year, hats and gloves went the way of the dinosaur, but they were never completely out of mind. For years, you could see curl-covering beauties at horse

races like the Carolina Cup, on Easter Sunday, or perhaps at a ladies tea room.

What was never forgotten or entirely abandoned is back.

Carolina Millinery Company, in Charleston, can make the hat of your dreams – to perfectly frame your face (male or female) or to top an outfit for a wonderful occasion. Natalie Simmons is the creative force behind the company. Her signature styles often emulate the 1920s and 40s. They are elegant or playful, and always perfectly constructed.

Want to borrow Humphrey Bogart's incomparable style? Or, dress to impress in a flirty little cloche or sinamay wide-brim? Take a look. [www.carolinamillinery.com](http://www.carolinamillinery.com) Visit them at Marion Square-Charleston Farmers Market-Retail, Corner of King and Calhoun, Saturday 8am-2pm (April 4-December 19).

Learn more about [Charleston](#).

## A Rose by Any Other Name

### Spring Green

Hello Tony,

Join us in the Carolina love fest. Have you tasted this year's fresh-from-the-

garden, tender asparagus tips? We've got them in all the local markets. What about sweet and luscious strawberries from the fields? Recipes and festivals abound. Azaleas are in full bloom and we're hearing the putt-putt of tillers turning the soil for heirloom tomato plantings. We'll have to wait a bit for those.

Read on ... lots to enjoy today, including a surprising new activity for men and women, ten great southern foods you may have never tasted – but should, and 11 sanctuaries that offer an outdoor recharge.

A growing economy, low taxes and real estate bonanzas sweeten lifestyle incentives to live here. Click to: [Retirement Living & Real Estate Tips](#).

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[Leyla & Patrick Mason](#)

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**Where the  
Wild Things Are**

## North Carolina's 11 Wildlife Refuges

They were established to protect North Carolina's abundant wildlife, but they also offer amazing opportunities to enjoy the outdoor experience through

## Festival of Roses

Orangeburg County Chamber of Commerce and the City of Orangeburg are hosting the [45th Annual Orangeburg Festival of Roses](#) to be held April 29, 30 & May 1, 2016.

This annual event celebrates the blooming of our beautiful roses and the beginning of a yearlong opportunity to enjoy the natural setting of the Edisto Memorial Gardens along the banks of the Edisto River, the longest black water river in the world.

Great activities through the weekend.

Learn more about [Orangeburg](#).

## Food of the South

### Bet you haven't tried all of these SC Treats

Sure, your first boiled peanut makes you a believer – or not. And whoever was brave enough to try the first Carolina raw oyster deserves our unending gratitude. But there are so many more quirky and delicious SC foods to try.

What about Garlic Crabs, gourmet goobers, Southern field peas or Carolina Reaper Pepper Sauce? Intrigued? We were. Head to the [Discover South Carolina](#) website and check out all ten new must-try foods, with restaurants and joints where they're served. This might be a great road trip all on its own!

**Oh yeah, Baby**

**You Tube Tells the Tale**

hiking, kayaking, fishing and strolling.

In 2012, the Coastal North Carolina National Wildlife Coastal Refuge Gateway Visitors Center in Manteo opened as a gateway for all 11 refuges. The center houses several high-tech, interactive exhibits – including a fascinating exploration of the Lost Colony of Roanoke – an auditorium and a gift shop.

Check out these [National Wildlife Refuges](#):

Alligator River | Cedar Island | Currituck | Great Dismal Swamp | MacKay Island | Mattamuskeet | Pea Island | Pee Dee | Pocosin | Roanoke River | Swan Quarter

Discover more wildlife info at the [North Carolina Wildlife Federation](#) website.

*Image: Great Dismal Swamp Annual Event - Paddle for the Border; Photography Credit Jeff Byrd Photography and the Camden County NC TDA*

**The New Guide is here!**

Updated town information, six fun new Carolina Adventures, and one heck of a good-looking feature showcasing gardens. Order yours today.

[Click here](#) for the official hold-in-your-hand Guide to Carolina lifestyle fun and adventure trips, plus real estate tips, tax & cost-of-living advantages, retirement opportunities and town

With a name like Howlin Tornado, you know the kids are in for a screaming good time. (YouTube has amazing videos of grown-ups doing this, so it's not just for the youngsters.) Great Wolf Lodge, just north of Charlotte is very popular with families. And here's another reason why. This is adrenalin-pumping fun.

This is a high-thrill ride. Riders will experience high acceleration and deceleration while traveling forward, backward and side to side. If your little ones are 48 inches or taller, this may be a great adventure for them. Before you go, take a look at the virtual reality video.

[www.greatwolf.com](http://www.greatwolf.com)

Near [Charlotte](#).

## Let's Cook

### Chef Ambassadors to Take New York

The South Carolina Department of Parks, Recreation & Tourism announces that the 2016 South Carolina Chef Ambassadors have been selected to cook at the prestigious James Beard House in New York City. The dinner will be held this August.

2016 Chef Ambassadors were chosen for their commitment to sourcing foods locally through Certified SC Grown and for striving to make their restaurants a destination:

*Photo:* South Carolina 2016 Chef Ambassadors, l-r: Ramone Dickerson (Wing City/2Fat2Fly, Columbia), Teryi Youngblood (Passerelle Bistro, Greenville), Orchid Paulmeier (One Hot Mama's, Hilton Head), and Forrest Parker (Old Village Post House, Mt. Pleasant).

*Photo credit, DiscoverSouthCarolina.com*

## Carolina Cuisine

profiles.

Just share your dream goals and we'll help lead you to smart Carolina life and times.

## Facebook

*Where do you think is the coolest place to visit in the Carolinas?*

Please share with us on

Facebook.

## Heading your way

- **Let's Take a Road Trip!**
- **Carolina Famous Faces**
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## Strawberry Fields – Forever.

Yes, it's still April and strawberries are plentiful in the Carolinas.

For those who can't get enough, the SC Strawberry Festival offers good times and good tastes. If you're yearning for a new recipe, try [Strawberry Cheesecakes](#), courtesy of a past winner.

Easy and quite beautiful, with or without the feather boa.

Festival info: [www.scstrawberryfestival.com](http://www.scstrawberryfestival.com)  
First weekend in May – May 6-7, 2016  
Fort Mill, SC

### *Go To The Green Barn*

The Farmers' Market at the Green Barn at Carnes Crossroads is returning May 4, open on Wednesday afternoons from 3-6pm through the end of August. This open-air venue provides a shaded showcase for fresh produce, seafood, baked goods, treats, artisan products and more from a variety of local vendors. Carnes Crossroads is a 2,300-acre master planned community located in Charleston, South Carolina. [www.carnescharleston.com](http://www.carnescharleston.com)

### *Become a Briar Chapel Resident for a Day*

Receive a free trail exploration kit at the info center; explore the parks and trails; rent a bike; enjoy their pools. Learn more at [www.briarchapelnc.com](http://www.briarchapelnc.com)

### *Summer Kickoff Celebration*

Event Date/Time: Saturday, June 18th, 2016 5:00pm - 11:00pm

Event Location: Rumbling Bald Resort

Kick off your family summer vacation with a Rumbling Bald Resort lake side cookout featuring a “taste of the low country”! This annual event highlights Father’s Day weekend in Lake Lure and includes music, fun, family games and a Lowcountry boil. [www.rumblingbald.com](http://www.rumblingbald.com)

### *Grand opening “Moss Hammock II”*

Stay and Play. Be among the first to preview the newest addition to St. James Plantation, in the exclusive ‘Reserve’ golf neighborhood. Spacious homesites offer spectacular views of parks and woodlands. Enjoy an extended weekend, with VIP access, at St. James Plantation from June 7th – 11th. Only \$99 per couple for Tuesday, Wednesday & Thursday check-in or \$199 per couple for Friday & Saturday check-in. RSVP here! [Information@stjamesplantation.com](mailto:Information@stjamesplantation.com)

### *Fish Tale Island*

**Daniel Island Real Estate**, the exclusive source for new homesites in Charleston’s award-winning master planned community of Daniel Island, has introduced the deepwater-oriented homesites of Fish Tale Island, along with a collection of homesites within in neighboring Ralston Grove. With private settings on the island’s northern edge, and close proximity to the clubhouse and other Daniel Island Club amenities, these two new neighborhoods within Daniel Island Park represent among the best and last homesites on Daniel Island. [danielisland.com/lp/daniel-island-park](http://danielisland.com/lp/daniel-island-park)

### *Classic Excellence*

**Classic (Home Building)** has been chosen as Southern Living Custom Builder for the 8th Year. Classic is one of only 100 builders throughout the US, hand-picked by Southern Living. This invitation-only program selects custom builders acclaimed for their detailed craftsmanship, excellence in customer service, financial stability, and use of quality building materials.

[www.classichomebuilding.com](http://www.classichomebuilding.com)

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