



Volunteerism Takes Front and Center Stage at the Annual Meeting

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." – Margaret Mead

On Saturday, September 20, 2025, David Shepherd, Cypress Landing's Homeowners Association President, welcomed Cypress Landing residents to the Annual Meeting at Southside High School in Chocowinity. Volunteerism and the good it does was the theme of the day. Shepherd led the meeting with an overview and recognition of all the committees our community has to offer. He then invited each committee chair to speak about their committees' accomplishments and goals. Following the reports, Skip Blaylock took the stage to deliver the annual report on behalf of the Marina Association, and Bill Leckemby spoke about the golf course. We residents recognize that the marina and the golf course are the two most significant amenities responsible for attracting so many prospective homeowners.

This September's Annual Meeting marked a bittersweet moment for Cypress Landing's Community Association Manager, Tomi Moody, who delivered her final HOA report to the community. Wearing a brightly colored dress perfectly designed for celebrating, Tomi reflected on her twenty-eight years of "selling the dream" of the Cypress Landing lifestyle to prospective homeowners—its clubs, committees, and countless amenities. Tomi exited the podium for the last time to a standing ovation and handed over her position to Daisy Angelino, who delivered an inspiring address to the audience of residents, stating her goals for future years with Cypress Landing, and how

fortunate she feels to continue Tomi's legacy.

The next order of business was bestowing awards on residents who embody the very fabric of our community.

David Shepherd conferred the President's Award on

Kay Graham.

The award recognizes the most significant achievement by an individual or group, directly affecting the Cypress Landing Community during the calendar year. Shepherd cited how Kay has for so many years shared her talent for aesthetics by masterminding landscape projects on common areas and residential properties throughout our community. Shepherd stated, "In Kay's own words, she is a 'hortaholic.' Her contributions to Cypress Landing will not only be recognized with this award, but in the aesthetically pleasing nursery-like settings that grace our community."



The Vice President's Award is given to a member of a Standing Committee for their outstanding contribution throughout the year. Colleen Bucher presented this year's award to **Ruth Recchia**. Ruth oversees the Welcoming Committee as its chair, organizer, and leader. She is the brains behind the committee that hosts Welcome packets, Meet and Greets, and Trim a Tree to welcome new residents to this community we call home.

Bill Wood presented the Board of Directors' Award this year to a husband-and-wife team—**Pat and David**

Beauseigneur. The award is given for exceptional performance and major contribution to the Board and the community. This dynamic duo was praised for their exemplary efforts in overseeing the repair of the Fitness Center's pool pumphouse following a fire. They worked with the HOA insurance company, with pool consultants, and with product vendors. They did not rest until the project was completed and made more efficient and safer. Finally, they compiled protocols to ensure this type of event would not occur again.

The Dick Buttner Award was presented by Marty Sanders to the **Marina Maintenance Committee**, headed up by the very competent Ed Baldesweiler. Marty shared a quote from Gandhi, "The best way to find yourself is to lose yourself in the service of others." Sanders stated, "The committee truly embodies this philosophy. They go above and beyond, consistently researching, planning, and implementing both small and large-scale projects that benefit the entire community." In keeping our marina operational and

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President's Appreciation Award



Vice President's Award

safe, Ed and his crew make a lasting impact on our community.

And finally, the Good Citizen Award was bestowed on another husband-and-wife team—**Ron and Deb Branch**. In conferring the award, Gary Wagner highlighted the many significant and selfless ways the Branches have earned this accolade. Among these ways are their active participation in committee work, past and present; their dedication to the military; providing meals for neighbors; barbecuing for the resident events; and their ongoing leadership in church activities. Ron and Deb continue to share "their time, talents, and love with the community at large."

Volunteer Hub reports that "There is something truly special about being able to contribute to the greater good. Volunteerism has been shown to improve a volunteer's mood, decrease stress, and increase strength."

Cypress Landing volunteers are undoubtedly the mainstay of our community. Without those residents who work so tirelessly behind the scenes, this community would be just another place to live.

Instead, it's the place we call home.



Board of Directors Award



Good Citizen's Award



Dick Buttner Award

From The Ground Up

By Debbie Mitchell, Buildings and Grounds

Our wonderful Cypress Landing (CL) community just finished celebrating its 30th Anniversary. I hear that some things get better with age (so they tell me – although I can say first hand that I have not directly been thrown this compliment- Ugh!). Sadly, asphalt and storm drains don't age like fine wine. Not to worry, though. Our Buildings and Grounds (B&G) team is ever present here, lighting the way like a lighthouse (okay, okay, bad analogy, I know). But let me shine a little light on some things we tackled over the last quarter to help CL age gracefully.

Close Tie for First Place for Longest Running B&G Projects

Here's a brain teaser for you. Remember how long it took for the Fitness Center Parking Lot to be repaved way back when. Well, step aside because repair of the sink hole between Thames and Cypress Landing Trail has reached the honorary distinction of tying for 1st place as one of the longest running B&G projects. B&G has been arm deep, well maybe waist deep, in sinkhole and storm drain drama. In September of last year, initial excavation revealed that part of the storm drain between Thames and Cypress Landing Trail had collapsed and rusted out. Over the course of many months, through video inspections, excavations, pipe cleanouts, and vinyl sleeving of several collapsed pipe sections (to the tune of 250 feet – or, for reference, nearly 3 pickleball courts long), we are happy to report (drum-roll please) that the repair of this sinkhole is finally complete. Yeah! Some landscaping finishing touches of new plantings, pine straw, and sod have been added to spruce up this area.

One and done – nope, not so fast. A 2 to 3 foot sinkhole on Cypress Landing Parkway near the pond fountain was successfully repaired (bags of cement, water, and muscle did the trick). Video inspection of two small sinkholes on the other side of Cypress Landing Trail have also revealed pipe corrosion throughout. Obtaining quotes for the vinyl sleeving of two pipe sections is underway. Stay tuned – this saga may be a trilogy.



A Little too Gung Hoo

The sprinklers around the front entrance were working a little too well. They were not only watering the plants, but took it upon themselves to also spray the brick wall and caps. This was particularly noticeable as some caps started changing their colors to a slightly rusty hue. After some reprimand and adjustments, the sprinklers are back on track for now.

Wet and Wild Fun Continues

Sod was replaced on Cypress Landing Trail after completion of the sinkhole repair, as well as around the pond between Santee and Cypress Landing Parkway. The bank between Potomac Drive and Cypress Landing Parkway was reseeded. These activities required "Two Men and a Truck" to be called back into action to water these areas a couple of times a week during our continued dry spells.

The Grinding Event (No, Not a Dance, or Coffee)

The trees around the Bay Club parking lot have been causing a lot of disruption. Their roots have been pushing the sidewalk up in several areas. This called for a major grinding event. B&G eagerly used the Golf Course's scarifier to grind away the raised sidewalk areas back into shape in their proper places. Tripping hazard averted!!! Phew!

Drip, Drip, Rot, Rot

That's what happens when it rains, and the drops roll off the roof and land on wood at the same place. The Butterfly Habitat shed door lower wood rotted frame (try saying that three times) was replaced, and the door hinges were repaired. These repairs made the Habitat's caretakers happy and avoided a strike on their part. Butterflies can flutter there in peace again.

What's Coming Up?

B&G is gearing up now that the weather is cooler. Here are some things on the horizon:

- Bay Club Garbage Corral repair: Because even trash deserves a little class.
- Stone for Storage Lot B: Could be a fall or spring event. Place your bets now.
- Shore up brick walkway leading to Bay Club pool: Those shifty bricks are about to meet their match.
- Repair another Sinkhole: No, say it isn't so! Where is this now? On Cypress Landing Golf Course – Hole # 4. It's true - sinkholes never sleep.

Enjoy the sights and smells of fall and stay tuned for updates!

Chocowinitudes

Chapter 28

"The Sodfather"

By Tom McCluskey

Lessons on Dealing with Weapons of Grass Destruction

I set out when we purchased our home here with a simple dream: To maintain a lush, green lawn that would welcome bare feet and an occasional evening game of croquet or frisbee while perhaps even eliciting an occasional compliment from a neighbor who might pause mid dog walk to compliment on my efforts at lawn maintenance. What I faced early this spring alas, after eight long years of losing battles was a brown killing field criss-crossed with moles tunneling tic tac toe patterns, patches of bare earth scorched from beneath by all manner of evil insect creatures and my ego deflated from eight years fighting my earthly enemy, my lawn. This is the saga.

First came the fire ants. Those tiny little creatures who bite you with just enough lidocaine in their venom that you don't notice them until it's too late. How clever of Mother Nature to create such a cunning and vicious foe. Never weed your lawn in your flip flops was my first North Carolina lesson. My second, after a trip to the doctor when my ankles swelled to the size of cantaloupes after being feasted upon by fire ants, was to learn I am allergic to them—another blessing of my Irish heritage or bad genes or both. I still have the scars. No more croquet. Oh well.

Then came the moles. The first encounter was accidental, when I stepped into a tunnel and twisted a thackle [sic]. Thank you fire ants. Thank you moles. That's when I morphed into Bill Murray's obsessed greenskeeper character Carl Spackler from *Caddyshack*. I regularly stomped across our lawn collapsing the mounded trails with my swollen booted feet marching across the pitch one foot in front of the other as if on



a self-imposed field sobriety test. That I sometimes did so with an adult beverage in my hand must have amused both the moles and our neighbors. Laugh all you want I'd think, at least I was getting my steps in. Then I got online and invested in a guaranteed solution on sale for 50 percent off: Solar powered ultrasonic mole repellent poles that according to Amazon and the ad translated from Chinese would repel all moles and gophers. What they did do, was attract into our lawn more moles that apparently mistook them for bluetooth speakers which served mainly to enervate our neighbors' dogs judging from their quizzically cocked heads when they'd pause as they walked by, the smell of moles in the air and the high-pitched sound of mole disco in their ears. Meanwhile, in the quiet of the evening while sitting on our porch, we could occasionally hear a faint high-pitched chipmunk like musical note or two while subversive groups of moles known as labours (really) partied underground at our lawn's expense.

Finally, frustrated, I went nuclear and bought spring traps, the molar [sic]

equivalent of capital punishment. I didn't want a bunch of underground subversives partying in my lawn. Then, I read the instructions that graphically detailed the manner of death of these hard working and industrious creatures and even though they were ravaging our lawn and apparently liked disco, I got cold feet. I am a lover not a fighter. The springtrap (really more of a guillotine if we're being honest) box sits on a shelf in my garage with zero kills.

After more research, I realized what the moles were really after were grubs. Those ugly little white soil sausages were the reason for all the tunnels.

Grubs I could kill. The cancer from the grub killing substances I applied to our lawn, (sorry, I was desperate) hasn't caught up to me yet, but apparently there were more grubs in our lawn than there are cancer causing agents available at Lowes.

Having conceded defeat to the creatures that live below our lawn, I set about addressing what was eating away at the surface of our lawn. I became intimately acquainted with all the staff at our local Lowes. I bought everything from fertilizer to seed, topsoil to weed and feed. I even dug up the lawn and sent samples off in a box to the local extension service and then bought lime and sulfur for our front and rear lawns which proved to be from vastly different continents when it came to soil composition. The forces of plate tectonics are apparently alive and in play in Chocowinity and our home is built on a giant fault line which runs approximately below our family room. How can two patches of dirt 60 feet apart have such vastly different soil pH? Thankfully, I don't really know what pH is anyway—only that the over

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Sodfather *Continued from page 4*

\$300 dollars that I spent on lime and sulfur—which I could only buy in bulk from a local farm supply store—didn't work. I still had large brown and bare spots slowly taking over the lawn and 200 pounds of extra sulfur taking up space in the garage. One other thing. Don't apply lime on a windy day or when you walk back in the house afterwards your partner might laugh at you and say that you look like Casper the ghost.

Cypress Landing Aluminum Can Recycling Funds the Local Blind Center

By Tom Quarnstrom

New and long-time Cypress Landing residents may be unaware of the aluminum can recycling program providing critical funds for the Washington, NC Blind Center.

We encourage all residents to contribute only aluminum cans in closed plastic bags. Place your cans in the green recycling bins marked "aluminum cans" inside the enclosed fenced structure at the marina parking lot.

Each week a resident volunteer delivers Cypress Landing's aluminum cans

to the Blind Center's collection point. The Center, located at Harvey & Third Streets, consolidates cans from several sources and converts them into much needed cash at area recycling centers.

The Blind Center's mission is to educate blind and visually impaired citizens by providing opportunities that will assist them in reaching their personal, physical, mental and social goals to live a healthy and independent lifestyle.

Recycle your bagged aluminum cans to help fund the Blind Center.

estates made lawns the ultimate status symbol. If you had grass instead of crops, it meant you were rich enough to waste perfectly good farmland on... ambiance. In Colonial America, Washington and Jefferson loved lawns too and all manner of implements were invented and augmented by human labor both paid and forced. By the mid 1800's the push mower had been invented, proving once and for all that humans will invent anything to avoid bending over with scissors—thereby paving the way for me to make \$3 for 4 hours of work mowing my Dad's Kroger store grass with the mower that I bought with my paper route money—not that I'm bitter or harbor any long simmering bad memories. The 20th Century and post WWII baby boom gave rise to the suburban lawn explosion: Fertilizer and chemical companies launched the "perfect lawn" craze, convincing us that grass should be treated like a beauty pageant contestant — flawless, high-maintenance, and chemically enhanced. Today, whether you embrace astro turf or clover lawns, John Deere or solar robotic mowers, natural wild flowers or the scorched-earth approach of "just pave it," the debate for green perfection continues.

Which brings us to this past spring and the near wasteland that had become our front yard. I finally admitted defeat and called in a couple of professionals. The news wasn't good. Soil samples revealed multiple maladies beyond salvation, evidence of earlier resodding, and an irrigation system long since passed its prime unused for well over a decade. The best option was going to be out with the old, in with the new.

The solution turned out to be \$0D. A lot of \$ later, we now have a lush green carpet of beautiful Zoysia grass, a new lawn Sprinkler System and frequent flyer statu\$ with Town of Chocowinity Water and Sewer. None of the water our lawn drinks actually goes into the sewer, but at long last, our lawn is lush and green and inviting. The new sod is in place, the sprinkler system is humming, the bugs and moles seem to be on the run, but now a new invader, sedge grass — a wiry, weedy, often knee high imposter — has marched in like it owned the joint. Our lawn, once a killing field, is once again, killing me.

Celebrating Our Volunteers

On Wednesday September 27, Cypress Landing came together to honor the many residents who give their time and talents to make our community thrive. Volunteers enjoyed a fun evening with pizza, fellowship, and appreciation for all they do.

Committees also set up information tables to share what they're about and invite neighbors to get involved. From social events, to fitness and golf, marina and maintenance activities, and so much more, our volunteers are at the

heart of what makes Cypress Landing such great place to live.

Interested in joining a committee? There's always a place for you!



Social Committee Highlights

By Stephanie Perkins

Summer was HOT!

So, we made great use of the pools, right?!?

- Youth Committee hosted several Friday nights at-the-movies in the marina area
- Wine Club hosted two gatherings, one at Marina Lounge and one at the Golf Club featuring live music.
- Dinner with Friends continues to draw 50-60 of the best cooks for dinners at the Bay Club. Entertainment afterwards included horse racing at the "Preakness" and "Are you Smarter than a 5th Grader"
- Your SC started planning the annual HOA Dock of the Bay Party in June. As it turned out, over 290 residents attended the 30th Anniversary party held on the front lawn of the Bay Club on September 20. Like it was 30 years ago, the weather was perfect, and residents brought covered dish entrees and side dishes to share at a massive buffet line that flowed as freely as the beer and wine. No one went home hungry. Residents formed a giant "30" for an aerial photo. The NC Estuarium donated a pontoon boat and Bill Ramsden captained four-20 minute rides for 29 non-boaters during the day. It was a great afternoon for eating, drinking and visiting with neighbors. Three of your neighbors collected over 100 names each as winners of the "Meet Your Neighbor" contest.

THANK YOU FOR "COMING TOGETHER AS A COMMUNITY" AND MAKING OUR 30TH ANNIVERSARY A DAY TO REMEMBER!

Upcoming plans for the fall and winter 2025 include:

- Pumpkin carving contest for Halloween
- Oct 31 - Community streets gathering and planning for Halloween trick or treating by area children
- Nov 11 - Veterans Day Breakfast
- Nov 24 - Bay Club and Outside Entrances decorated for the season
- Dec 2 - Wine Club Holiday Reception
- Dec 7 - Trim a Tree for new residents
- Dec 21 - Reindog Parade on lawn





Culture & Education Committee: Art, Music, and Community Connections

By Beth McCluskey, Culture & Education Committee Chair

It has been a lively year so far for the Culture & Education (C&E) Committee, and we're delighted to share highlights of what's taken place in recent months — and what's still ahead!

Thus far in 2025, more than 400 residents have joined us for programs that have informed, inspired, and entertained.

Back in April, our community came out in force for the Cypress Landing Art Showcase. Twenty-seven of our talented artists shared their creative talents, and more than 120 neighbors enjoyed an afternoon filled with creativity and conversation.

In May, we gathered on the Marina lawn for our Annual Spring Concert, tapping our toes and singing along with the Petty Band of Chocowinity — a family of teachers-turned-performers whose country-rock harmonies made for a perfect evening by the water.

We were equally thrilled to bring back a community favorite in September: The Community Read. After a summer

of shared reading, neighbors gathered for a thoughtful and lively discussion of *The Measure*, by Nikki Erlick, once again proving how books can bring people together in meaningful ways.

Finally, Cypress Landing had the pleasure of welcoming ECU's Four Seasons Chamber Music Festival in early September as they launched their 2025–2026 season. In our intimate Bay Club setting, the trio delivered a beautiful performance that made the evening feel truly special.

Mark your calendars for these exciting fall and winter programs — details will be provided in the weekly Escapades and flyers around the community:

- **October** – Dr. Charles Ewen, profesor emeritus from ECU, will unravel stories and share recent archeological discoveries about one of colonial North Carolina history's most enduring mysteries in his presentation, "Becoming the Lost Colony."

- **November** – We will feature two travel-themed programs from Cypress Landing residents sure to spark your sense of adventure:

- Rio and April DeGennaro will share what it's like to spend a year

circumnavigating the eastern United States, travelling 6,200 miles on the Great Loop aboard their Nordic Tug, Ti Amo.

- Gail Baird and Beth McCluskey will share highlights from their journey walking an historic pilgrimage -- the Camino de Santiago.
- **December** – We will close the year on a festive note with our annual holiday concert, featuring **Twisted Knot**, a Celtic-style group based in Eastern North Carolina that will bring the joyful sounds of the season to Cypress Landing.
- As always, thank you for supporting these programs and sharing your ideas. Whether it's music on the lawn, history brought to life, or stories of global adventures, your participation is what makes these events so special. We look forward to seeing you at our upcoming events!



two travel-themed programs from Cypress Landing residents sure to spark your sense of adventure:

- Rio and April DeGennaro will share what it's like to spend a year



In Our Backyard...

By Joseph Fehrer

"With this graceful, limber, undulating motion they arose, as if so they got under way, their two legs trailing parallel far behind like an earthy residuum to be left behind. They seemed to oppress the earth, and hush the hillside to silence, as they winged their way over it."—Henry David Thoreau

"A stately bird, dignified in its bearing, graceful in its movements and an artistic feature in the landscape." Great Blue Herons (*Ardea herodias*) are a common and year-round visitor in the area, observed along the ponds and bay edges, and to the chagrin of the Dock Masters, occasionally on the marina docks. By their conspicuousness, they're often overlooked, which is a shame. As a young man I took bobwhite quail for granted, seeing them on most of my forays along woods edge and in fallow fields, their distinctive call was, it seemed, as ever-present as the breeze. Now not so much. In fact, it's a rare treat to hear a bobwhite, let alone see one. But I digress, so back to the herons.

Great Blues are the largest of the North American herons and are one of the largest breeding birds in our region, standing a full 4 feet tall with a 6 foot (for consistency within sentence) wing-spread and an average weight of 6 lbs. Their heads are mostly white, with a black feathery crest and bright yellow eyes to match their yellow dagger-like bill. The plumes of the lower neck and breast are a light gray, their wings a blue-gray and the long lanky legs are a "dusky color with yellow soles." Their call is a burst of three to four hoarse squawks and unmistakable once heard and recognized.

They're a very patient bird, standing or wading slowly through shallow water close to shore, stalking the small fish, frogs, eels and even the unlucky snake they may happen upon. They also have been known to take mice and voles in the winter months, as well as the unsuspecting small bird. Their attenuated muscular neck delivers a quick blow with plenty of force to penetrate the water and grab a fish. They use their bill more often to grasp rather than impale their prey.



An interesting adaptation that helps keep their feathers clean and dry are the "powder down" feathers. These small feathers have tips that continually disintegrate into a powder, which as the bird preens are distributed about the body and help remove fish slime and pond scum from the rest of the feathers. They also have a serrated middle claw called, for obvious reason, the comb claw.

Like most of the herons, these blue herons are solitary in their habits except during the breeding season, when they come together often forming large nesting colonies or rookeries, generally in isolated swamps or coastal forest. These They are tree nesters and, in our region, and prefer Loblolly pines; the nest can be 2 to 4 feet in diameter and built in a tree crotch or literally out on a limb.

The female lays three to six pale blue eggs which are nearly as big as a large chicken egg. Both parents take turns with incubation and 28 days later the chicks hatch. They usually leave the nest after 90 days, with both parents feeding the young until that time. Unless the birds are seriously molested,

they're likely to return to the same rookeries year after year.

Research is being done by the Maine Department of Inland Fisheries and Wildlife (MDIFW) studying the migratory habits of this majestic bird. What we're now learning is just how far some of these birds actually migrate, and it's pretty darned incredible.

Danielle D'auria and her team (MDIFW) have caught and banded numerous Great Blues affixing some with small GPS transmitters that track the birds' movements. One bird in particular stands out, a female given the name "Harper." She left Pointe-a-la-Croix, in Quebec, at 6:00 PM on October 8th, 2020 and headed southwest and on October 11th at 3:15 PM she arrived at Cumberland Island National Seashore in Georgia. That's a 68 hour non-stop flight covering 2,030 miles. In the fall of 2021, she again left Canada, New Brunswick this time, and 40 hours later arrived on the island of Bermuda. Resting there for 3 days, she then headed south to the Bahamas where she rested for 8 hours and untimely ended up in Guajaca Uno in eastern Cuba. The seven day trip covered some 2,130 miles. These birds, as ungainly as they look, are built for long distance flight and once they get to altitude, they become a very efficient gliders, sleek and aerodynamic and able to fly for days without rest or food.

In the spring, these long-distance migrants take a more leisurely route up the coast of North America, versus the offshore route they follow in the fall. While we have resident birds that stay with us all winter, (as long as a hard freeze doesn't close the ponds and bay edges) overhead in the spring are the long-haulers.

Like most of our heron and egret species, the Great Blues were also pursued for their feathers to supply the millinery trade near the turn of the 20th Century. Just as DDT severely impacted the raptor populations in the 1950's and 60's, so also was the damage done to the herons; their numbers plummeted. Like the raptors, they've mostly recovered from this setback and continue to grace us with their beauty and poise. The North American Breeding Bird Survey shows that their population is recovering and stable across their nationwide range.

The Not-So-Secret Sauce:

How Marketing Keeps Cypress Landing on the Map

Marketing. To some, it feels like smoke and mirrors. To others, a luxury we don't really need. After all, Cypress Landing is nearly built out—so why spend time (and dollars) on it?

Here's the twist: marketing isn't about "selling" Cypress Landing homes. It's about protecting its prestige, creating awareness and keeping demand strong so our community, Golf Course and Marina thrive. There is no benefit to being a "best kept secret."

Why It Matters

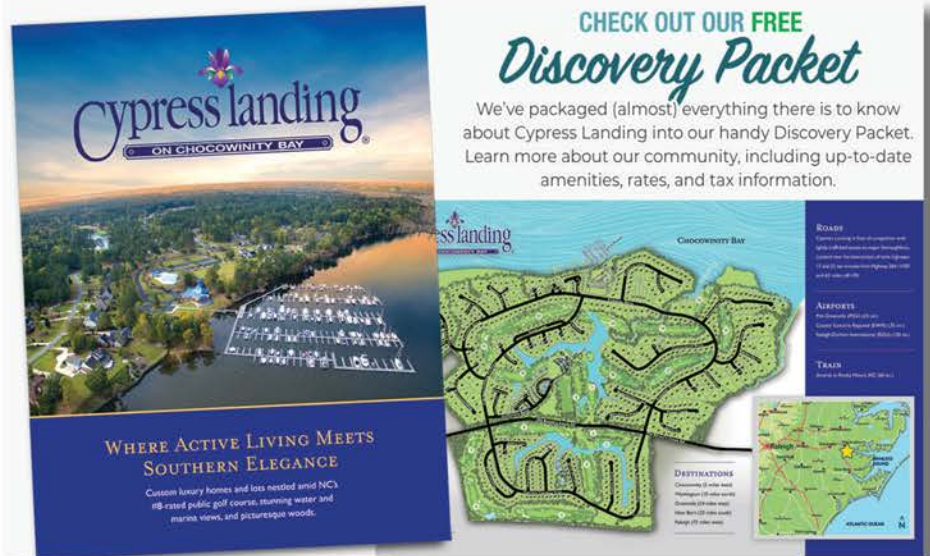
Our competitors are busy marketing their properties. With us being a little off the beaten path, we can't just rely on word of mouth. Marketing ensures people know we're here—and that they picture themselves living the Cypress Landing lifestyle.

Prestige matters, too. Positioning CL as a premier, resort-style community helps attract residents who truly value what we've all built over the last 30 years.

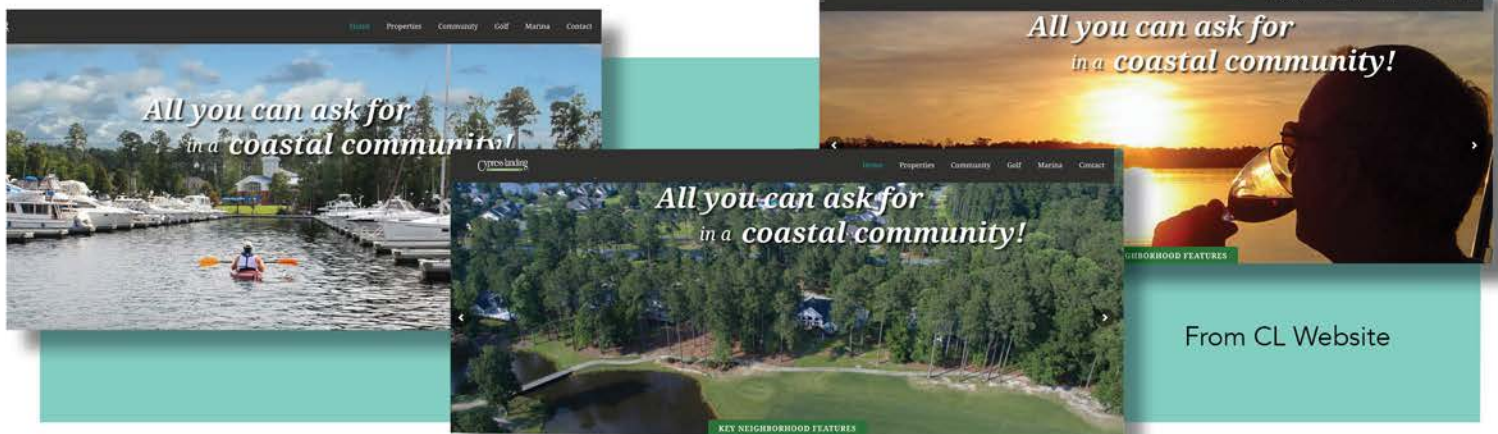
What the Committee Actually Does

Think of the Marketing Committee as the behind-the-scenes team making sure Cypress Landing shines. Here's a taste of what we do:

- **Google Advertising:** So, when someone searches "golf and marina communities in NC," or other key phrases, we show up (please don't test it—we stretch every penny of our budget!).



- **Website:** We keep the CL marketing website updated and optimized for search so it's findable and a go-to resource for prospective buyers.
- **MLS Listings:** Our MLS subscription allows us to feature CL homes for sale on our website—this is one of our most-visited pages
- **Social Media:** Facebook and Instagram posts spotlight our activities and lifestyle, reaching thousands beyond CL.
- **Brochures:** Professionally designed, digital and print brochures are placed online and with realtors, hotels, businesses, and visitor centers. Feel free to share this link to the downloadable brochure with family, friends and business associates: <https://cypresslanding.com/discover/>
- **Advertising:** From area visitor's guides to the America's Great Loop Cruisers' Association (200,000+ boaters), our print and digital materials put CL in front of the right audiences
- **Community Presence:** Through Chamber of Commerce memberships and media outreach, we keep CL in front of local businesses, journalists and prospects.
- **Discovery Tours:** We host serious prospects, pairing them with resident ambassadors for golf, boating, pickleball, or even dinner in Washington—so they experience our lifestyle firsthand.
- **Focus Newsletter:** We email highlights of CL activities and news to thousands of prospects quarterly.



- **Branding:** We're developing a brand guide to standardize the CL logo, and are pursuing a trademark to protect it and maintain a consistent, polished image of CL.
- **Photography & Video:** We coordinate professional visuals that highlight our amenities and lifestyle across all marketing channels.

The Marketing Committee extends a big thank you to the Marina Dockmasters who serve as friendly, welcoming sources of information and hospitality for visitors to Cypress Landing daily.

Does It Work? (Spoiler: Yes!)

- **Of the 65 newcomers** in the past two years who answered the survey about how they found CL, one-third said they found us through our website and online research, outpacing the 26% who found us through friends/family, 11% from a realtor or real estate website, 6% who were local, and the rest through various sources.
- **Of our 4 Discovery Tours** in the last two months, every participant said they want to make CL their home. One even told their boat captain they felt "truly welcomed" here—unlike other communities that left them on their own.
- Marina inquiries spiked after social posts highlighted that non-residents could hold slips.

The Bottom Line

Marketing isn't fluff—it's fuel. By keeping Cypress Landing visible, attractive, and welcoming, the Marketing Committee helps safeguard property values, strengthen our amenities, and ensure we continue to stand out as a premier community.

So, the next time you see a Facebook post, a brochure, or prospective homeowners on a Discovery Tour, you'll know that's marketing at work, keeping Cypress Landing on the map.

Want to Lend a Hand?

Do you have skills in **marketing, advertising, website design, or social media**? We would love your help! Fresh ideas and creative energy keep Cypress Landing shining. Contact the HOA office if you would like to get involved.

President's Letter: Dear Cypress Landing Homeowners

By David Shepherd

Congratulations on the 30th Anniversary of the Cypress Landing Homeowners Association. Thirty years ago, in 1995, Cypress Landing was just getting started. From the very beginning, thoughtful planning, and volunteerism laid the groundwork for the neighborhood we enjoy today. Cypress Landing may be aging, but it has aged gracefully. Every homeowner and volunteer have played a part in shaping this community into what it is today, and for that, we should all be proud.

Over the years, Cypress Landing has been recognized for excellence in many areas:

1. Our golf course is ranked as the eighth-best public course in North Carolina.
2. The community as a whole has been honored for its volunteerism across Beaufort County.
3. And just last year, we received the CAI Seal of Distinction for HOA excellence—the only self-managed community to do so.

These achievements remind us that Cypress Landing isn't just a place to live—it's a community worth celebrating.

At 30 years old, we are now entering a "mature" stage as a community. With that maturity comes the responsibility of caring for facilities, embracing new ideas, technology, and preparing for the future.

- First, we acknowledge some major transitions. Catherine, our long-time greeter, and Tomi, who has been with Cypress Landing since its very beginning, have both announced their retirements. Tomi has been the "woman behind the curtain," carrying three decades of community knowledge in her head. We are deeply grateful for their efforts
- At the same time, we welcome Daisy Angelino. Daisy brings fresh energy, new ideas, and extensive experience, especially with operations and technology. If you haven't already, please take a moment to introduce yourself and welcome her.

- The Strategic Planning and Development Committee has reviewed the survey data and has been studying our community spaces, ensuring that as we approach 700 homes, our facilities are repaired, replaced, or expanded as needed. We'll see their full report soon.
- Our two business amenities—the Golf Course and the Marina—are strong and thriving.
- And finally, the Task Force reviewing our governing documents—written by Weyerhaeuser 30 years ago—is nearing completion. These edits will be in front of us soon.

When Weyerhaeuser built this community, it was founded on a radical idea—we would be self-managed. That commitment to volunteerism is the reason Cypress Landing thrives. I want to share four thoughts on why volunteerism matters here:

1. It builds community. Volunteering helps neighbors meet, form friendships, and create the sense of belonging that sets Cypress Landing apart.
2. It saves money. Over the years, it is estimated our volunteers have saved this community over \$1 million, allowing us to keep HOA fees far lower than comparable neighborhoods.
3. It sparks innovation. Volunteers bring skills and perspectives from their careers, keeping Cypress Landing fresh and forward-looking. We gratefully support the ideas of our volunteers and their innovations, and as a community, avoid the common traps of "why is someone looking to make a change" and "this is how we've always done it."
4. It is our most valuable resource. We need to nurture them, support them, and—most importantly—thank them.

The important things to remember are: let's lead with kindness, and show gratitude for the volunteers who keep our community strong.

To conclude, let's recognize every committee and our Board of Directors for their dedication and hard work.

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Looking Forward to Finishing off Another Great Year for Your Golf Course

By Bill Leckemby

After the poor weather during Q1, shutting down the course for 25 or so days, we are making a comeback. Net profit stands at \$59k thru August and September is starting out strong. As we all know, our course was ranked #8 by Golf Pass amongst all public courses in N.C. and awarded the best course on the Pamlico. These accolades have helped drive revenue from outside play. Outside play revenue is up \$39,800 thru August. Our average revenue per start is up \$4.54. The added revenue has fueled more improvements for your course. We signed a new lease on 58 golf carts which were delivered this Spring.

The Green Committee along with volunteers from the Butterfly Habitat did a fantastic job designing and completing the Landscaping project around the clubhouse last fall. All the shrubs and plants seem to have weathered the summer. Updating the landscape behind the clubhouse is next on the agenda. Trees impeding sod growth

were either removed or trimmed up and several truckloads of sod were put down throughout the course. We have estimated that our Green Committee volunteers have saved our community over \$30,000 over the last 12 months.

The complete restoration of the bathrooms on the course was completed in the Spring. The floors were re-epoxied, doors, partitions and trim painted as well as new toilets installed. We also have new soda machines and water fountains at those bathrooms!

The current Golf Course Committee includes Bill Leckemby (Chair), Eric Johnson (Vice-Chair), Dick Puricelli (Treasurer), Brenda Ihle, and Jenni Tanner. Joe Sevick is the Secretary and Dave Cianciullia heads up our Handicap Committee. These individuals will continue to maintain oversight of the golf course operations, and work with BJL staff to maintain and improve the course and its offerings to the community and surrounding areas.

Presidents Message

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Thank you to all who organized, prepared food and participated in our 30th Anniversary Celebration at the Dock of the Bay homeowners' party where, just like our first one, when the Bay Club was still under construction, we gathered on the upper lawn for a community potluck under the tents.

Thirty years ago, this neighborhood was just a vision. Today, it's a thriving, welcoming community built on the strength of its people. And 30 years from now, future homeowners will look back and see this moment as the time when we properly prepared for the future.

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Standing HOA committees have priority to print their articles and pictures. We also invite other Cypress Landing groups and individuals to contribute.

Submitted material may be altered by the editorial staff who is charged with publishing a community newsletter to be shared with potential residents.

Issues of the Landing are published in winter, spring, summer, and fall. Issues can also be read online by visiting our website at www.cypresslandingnc.com

The Landing is the official newsletter of Cypress Landing Master Homeowners Association

Become a Cypress Landing **AMBASSADOR**

Help us show prospective homeowners what makes our community special. As a Discovery Tour Ambassador, you can create a lasting first impression when you host visitors for your favorite activities:

- A round of golf or course tour
- A boat ride (must own boat—we pay for gas)
- Dinner in Washington (Dutch treat)
- Drinks at the Iris Lounge
- A game of tennis/pickleball

TO SIGN UP, CONTACT
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