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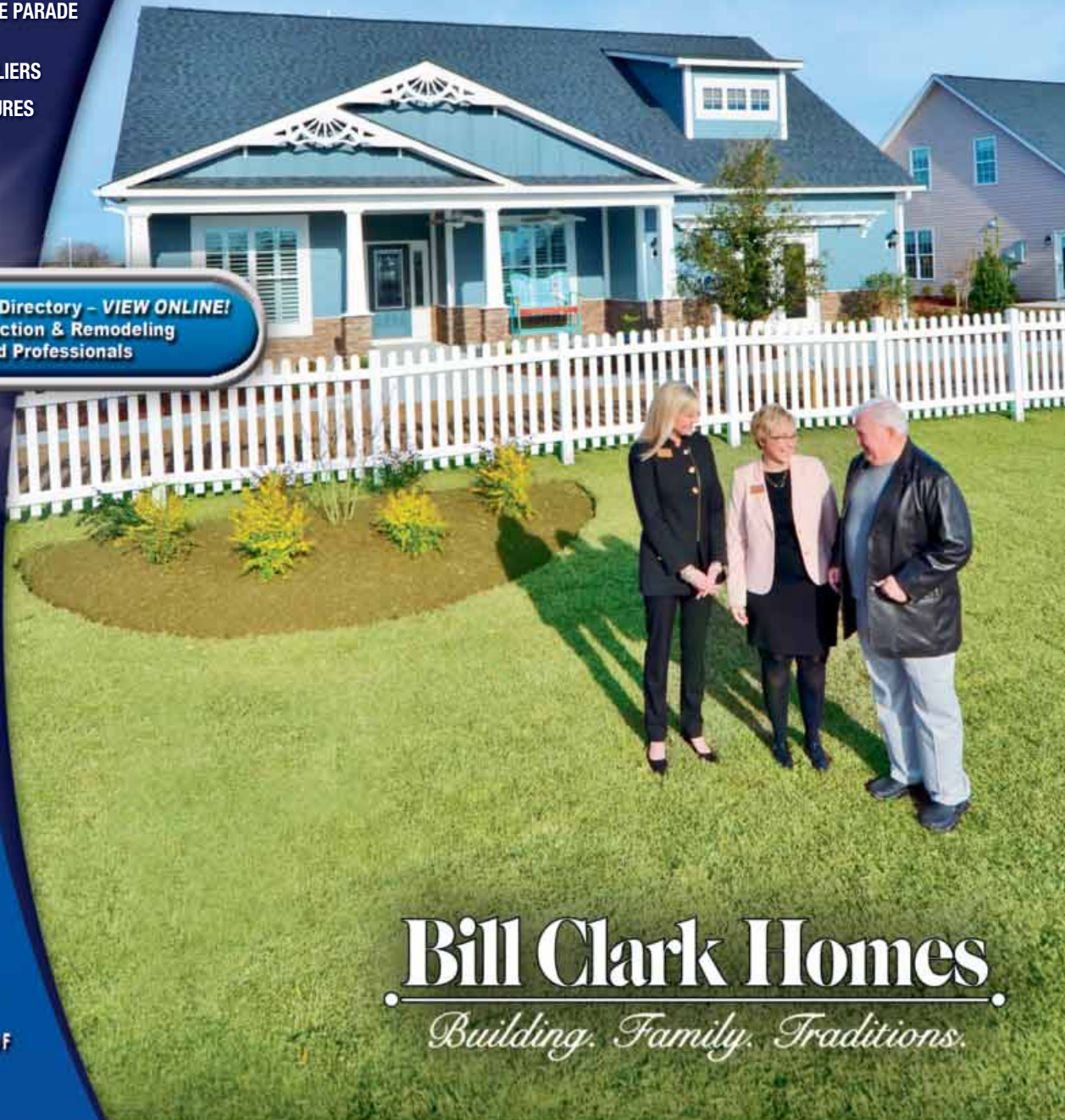
2017 HGHA Spring Home Show  
February 10th - 12th in MBCC  
[SpringShow.MyrtleBeachHomeBuilders.org](http://SpringShow.MyrtleBeachHomeBuilders.org)

- 2017 HGHA HOME SHOW SPECIAL EVENTS
- 2017 HGHA NEW HOME PARADE March 17-19 / 24-26
- LOCAL BUILDING SUPPLIERS
- SUNROOMS & ENCLOSURES
- PORT CITY ELEVATOR
- BRICK & CONCRETE

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South Carolina | Grand Strand | 2017 Spring Home Show Issue

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# table of contents

## PAGE 5

### 2017 HGHBA President's Message & Board of Directors

New 2017 HGHBA president, Martin Pettigrew, delivers his first message & a listing of the new 2017 HGHBA Board of Directors.

## PAGE 6

### Upcoming 2017 HGHBA Clay Tournament Sponsored by Canfor

The winners of the 2016 Fall Clay Tournament back in November & the announcement of the upcoming 2017 Clay Tournament in April.

## PAGE 7

### Silent Auction at 2017 Home Show February 10th-12th & Announcement of 2017 HGHBA New Home Parade

Custom built pet houses will be auctioned off at this year's show in the MBCC & the HGHBA sponsored New Home Parade returns in March of 2017.

## PAGE 8

### Special Events At The 2017 HGHBA Home Show in February

## PAGE 9

### The 2017 HGHBA Calendar of Events

2017 schedule of events for the Horry Georgetown Home Builders Association.

## PAGE 10

### Online Building Resource Directory

Visit [www.BuildingIndustrySynergy.com](http://www.BuildingIndustrySynergy.com) to learn more about the companies shown in this directory.

## PAGE 12

### Local Building Supply In Horry & Georgetown Counties

84 Lumber, Builders First Source, Eastern Building Supply & Norbord offer building supply products & services throughout this upper coastal region to new construction & remodeling building contractors, property management companies, as well as homeowners.

## PAGE 18

### Better Business Bureau of Coastal Carolina

For well over 100 years the Better Business Bureau has stood for an ethical marketplace where buyers and sellers trust each other. For the past 30 years, your local BBB, the Better Business Bureau of Coastal Carolina has been serving 15 counties in North and South Carolina.

## PAGE 19

### Brick & Concrete In Horry & Georgetown Counties

Palmetto Brick Company and Professional Concrete continue to be recognized as leaders in this industry by local building & remodeling professionals, as well as homeowners.

## PAGE 22

### Bill Clark Homes: Building. Family. Traditions.

Bill Clark Homes has established a tradition of building quality homes in desirable communities. Belle Mer, is a brand new 235 single family home natural gas community located in Surfside Beach which had its Grand Opening in January.

## PAGE 29

### Myrtle Beach Area Chamber of Commerce

The Myrtle Beach Area Chamber of Commerce will soon be on the road. In December, the chamber purchased a van to serve as a mobile visitor's center in an effort to better promote the destination at events across the country and along the Grand Strand.

## PAGE 31

### Port City Elevator

A premier accessibility equipment provider serving SC and NC markets.

## PAGE 33

### Carolina Home Exteriors

If you are a homeowner or building / remodeling industry professional looking to add a sunroom, patio enclosure, screen room or pool enclosure to your home or business, the professionals at Carolina Home Exteriors offer the experience and quality needed to ensure desirable results.

## PAGE 34

### Marketing That Moves The Needle

Denise Blackburn, president of Marketing Strategies, offers insight on an effective marketing plan for 2017. Every business plan should be written with the end in mind.

## PAGE 36

### Myrtle Beach Regional Economic Development Corporation

The MBREDC recruits and retains companies that will employ Horry County residents on a full time basis with salaries above the County's average hourly rate, which as of January 2017, is over \$16.40 per hour.

## PAGE 37

### Conway Chamber of Commerce

In 2016, the Conway Chamber of Commerce, in partnership with the City of Conway, revitalized focused efforts to serve as the primary resource for business retention, business expansion, and recruitment of new businesses to Conway.

# Building Industry Synergy

SC - GRAND STRAND

2017 SPRING HOME SHOW

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HOME BUILDERS ASSOCIATION



## Presidents Message

It is with great pleasure that I serve as your HGHBA 2017 President. It is exciting beginning a new year with a new board that are all eager to serve. We have been very blessed in the past with a great quality president that cared about the industry by leading our association to one of the top in the State. So a very special thanks to Rob Clemons for his phenomenal work the past two years. I will work to follow his example and strive to keep the Association growing.

As 2016 came to an end, we recognize that it has been a memorable year for builders. Builder confidence has increased to the highest point since July 2005, from 63 to 70 points on the NAHB Wells Fargo Market Index. The Increase may be due to a post-election as the builders are hopeful that the new US President (Donald Trump) will follow his pledge to cut strenuous regulations that directly impact small business and housing affordability.

Our association goal is to help provide opportunities to our membership enabling them to build upon their businesses. My challenge to you is to find new ways to build homes that provide potential homeowners with the best home that meets their needs in this unique environment.

Cheers to a great 2017!  
Let's get to work together!

Martin Pettigrew,  
President, HGHBA 2017

## HGHBA 2017 Board of Directors

### President:

Martin Pettigrew, Monarch Roofing

### Vice President:

John Caprio, DR Horton

### Associate Vice President:

Kendall Elvis, Palmetto Chevrolet

### Secretary/Treasurer:

David Martin, Bill Clark Homes

### Directors:

Steven Quicker, Custom Homes Consulting, Inc.

Lawrence Langdale, Brook Construction

Jason Faulkner, H&H Homes

Berkley White, Classic Homes

Sue Morich, Susan Morich Insurance & Consulting

Trippett Boineau, Citizens One Home Loans

Yvonne Yates, Hospitality Services

### Past President:

Rob Clemons, Dawol Homes

### Honorary Directors:

Harry Dill, Wm. Harry Dill Construction & Consulting, LLC

Raymond Goodman, 84 Lumber



## Be a Joiner! Sign up for a Committee

Join a HGHBA committee and get involved by making the most of your membership. Participating in a committee is a great way to meet fellow members and grow the association, while increasing your business. Choose from one of these HGHBA Committees: Ambassador, Building Code, Education, Home Builders Care, Golf Tournament, Clay Tournaments, Membership, Legislative or Public Relations. Contact Dee Nesbit at (843)438-4124 ext. 2.

## on the cover

Jeff Farrell, Bill Clark Homes' Myrtle Beach Division manager (far right), shown with sales representatives, Jessica Hill (far left) and Trixie Anders (middle) in front of the Avocet showcase home in the brand new Belle Mer community in Surfside Beach, SC. Belle Mer is a 235 single family home natural gas community. The homes will range in size from 1625 to 2300 square feet and be priced starting from the 250's. Jeff says, "We create a destination point – a subdivision where people desire living." He explains that Bill Clark Homes has positioned itself between big production builders and small-volume builders. "We're in a strong position to do custom design work and modifications, and because of our size we have better buying power than the smaller builder."

PHOTO © CHUCK GEE



Division A First Place (304) Castles Engineering  
Edward Burroughs, Paul King, Rob Wilfong and Wren McMeekin



Division A Second Place – 301 SGE&G Team 1  
Ricky Grice, Tracy Davis, Jim Green and Richard Causey  
Division B First Place –237(not pictured) Sherwin Williams Flooring  
Joe Smith, Clyde Moore, Steven Moore and Derek Rabon



Division B Second Place – 232 (above)SCE&G Team 2: Matt Raines,  
David Jones, Sid Dudley, Keith Harris & SCE&G Rep. Charlie Leone



Division C First Place – 177 Bill Clark homes  
Jeff Hizee, Will Weaver, Wayne Lewis and David Martin



Division C Second Place – 168 Ford's Fuel and Propane  
Gannon Stroff, Jessie Long, Tiff Guilliams and Matt Fraley

# Canfor Busting Clay with HGHBA

Don't miss out on the next Busting  
Clay with HGHBA Tournament  
April 6<sup>th</sup>, 2017. Contact Dee Nesbit  
[dee.nesbit@hghba.com](mailto:dee.nesbit@hghba.com) to register,  
sponsor or provide a raffle prize!



- Division A First Place Individual Overall - 92  
Richard Causey (top left center)
- Division A Second Place Individual Overall-90  
Duane Jacobs (not pictured)
- Division B First Place Individual Overall -64  
Chris Tindal (not pictured)
- Division B Second Place Individual Overall-63  
Paul King (above middle right)
- Division C First Place Individual Overall -49  
Rich Appleton (not pictured)
- Division C Second Place Individual Overall -48  
David Martin (bottom left center)



HGHBA welcomed the Academy of Technology & Academics Construction Program to the NAHB Student Chapter family. Appearing in the photo above left to right: David Gaither, ATA Construction Instructor; Rob Clemons, 2016 President HGHBA; Jayson Powers, ATA Principal; and Martin Pettigrew, 2016 Vice President HGHBA. This is a collaboration of mentoring, education, and inspiration with the HGHBA and the ATA Construction Program students to help them achieve a career in the building industry that can sustain them in the future.



HGHBA Vice President, Martin Pettigrew inducted 3 new members at the November HGHBA General Membership Meeting. Photo listed left to right respectively: Kevin Todd, Todd Home Builders; Scotty Porter, Carolina Pneumatic Elevators; and Kara Cochran, AV Performance Innovations.



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Silent Auction Donations being  
accepted for Pet House Projects

Every year the Home Show helps raise funds for Coastal Animal Rescue. To show support donate a silent auction item or build pet houses to be auctioned off for this worthy cause. Email Dee Nesbit at [dee.nesbit@hghba.com](mailto:dee.nesbit@hghba.com) to receive a donation form.



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# 2017 HOME GARDEN & SHOW SPECIAL EVENTS



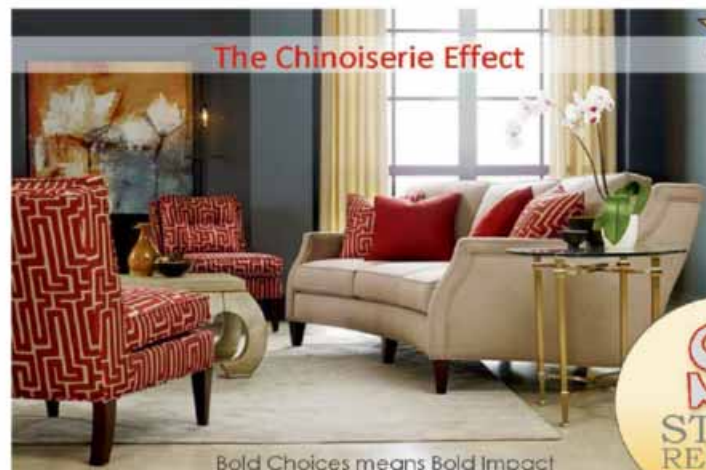
Visit the Silent Auction area and place your bid on various items from pet houses to toys to décor to home products to dinners and trips. This is all to benefit the Coastal Animal Rescue animal shelter. Show your support for this worthy cause...it's a win for the animals and a win for you!

The Academy of Technology & Academics has gone to the doghouses! As a special project in conjunction with the HGHBA, the NAHB Student Chapter of Construction at the ATA designed and built doghouses for a Silent Auction donation for the Coastal Animal Rescue. Students with the best designs were awarded are follows: 1<sup>st</sup> Place (top) Landon Butler, Senior; 2<sup>nd</sup> Place (center) John Williams, Junior and 3<sup>rd</sup> Place, (bottom) Caleb West, Junior. These doghouses will be on site for auction at the show.



## Clemson University Cooperative Extension

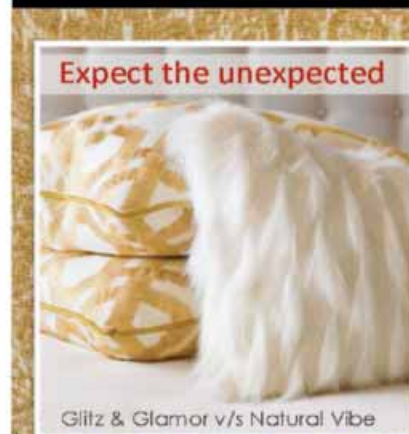
Get expert advice at the Plant Clinic with environmental horticulturalist, Gary Forrester. He will be on hand to provide local gardening tips and help with your plant problems. Bring in your sick plants for diagnosis or attend his seminar focusing on treatment of your lawn and growing a vegetable garden.



**MAKE AMERICA COLORFUL AGAIN**

Interior Designer Holly Hollerbach shares styles now trending in home décor. HGHBA Spring 2017 Home Show February 10 – 12 located at the Myrtle Beach Convention Center.

Spring 2017



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## 2017 Calendar of EVENTS

**FEBRUARY**  
10-12 Home Show in Myrtle Beach Convention Center

**MARCH**  
17-19 New Home Parade - Weekend #1  
24-26 New Home Parade - Weekend #2  
28 HBA of SC Bird Supper

**APRIL**  
6 Spring Clay Tournament  
11 Board of Directors Meeting  
18 General Membership Meeting

**MAY**  
16 General Membership Luncheon  
29 Memorial Day – Office closed

**JUNE**  
13-17 NAHB Mid Year Meeting – Washington, DC  
20 General Membership Luncheon

**JULY**  
No Meetings

**AUGUST**  
3 HGHBA Golf Tournament – Legends Golf & Resort

**SEPTEMBER**  
22-24 Home Improvement & Outdoor Living Show In Myrtle Beach Convention Center

*If you would like to join the Horry Georgetown Home Builders Association or just have a question call (843) 438-4124 or email RAO@HGHBA.com.*

2016 HGHBA president, Rob Clemons, inducts new incoming 2017 HGHBA president Martin Pettigrew with Monarch Roofing at the January 17th membership meeting in RIOZ.

The new 2017 HGHBA Board of Director Inductees at the January 17th membership meeting in RIOZ: Raymond Goodman with 84 Lumber (far left), Sue Morich with Susan Morich Consulting (2nd from left), Yvonne Yates with Hospitality Services (3rd from left), Trippett Boineau with Citizens One Home Loans (middle), Jason Faulkner with H & H Homes (3rd from right), Lawrence Langdale with Brook Construction (2nd from right) & Steven Quickerly with Custom Homes Consulting, Inc. (far right).

The new HGHBA member inductees at the January 17th membership meeting were Dave Sodano with DS Plumbing (far left), Scott Hughes with Coastal Surface Solutions (2nd from left), Dave Wertheim with Window & Door Specialties (middle), Affiliate Member: Anastasia Lowery with Metal Roofing Systems & Supply (2nd from right), & Adam Janis with Bleu Nova Inspections (far right).

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## Local Building Supply On The Grand Strand

84 Lumber, Eastern Building Supply and Builders First Source have separated themselves from the competition when it comes to offering superior service and products in this area. Norbord is an international producer of wood-based panels with 17 plant locations in the United States, Europe and Canada. They manufacture OSB.

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84 Lumber Myrtle Beach market sales manager, Raymond Goodman.

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You can reach the local Myrtle Beach office at (843) 445-2984 or email local sales manager, Raymond Goodman, at [PC1@2410.84Lumber.com](mailto:PC1@2410.84Lumber.com). Visit [www.84Lumber.com](http://www.84Lumber.com) for more information. ■

### EASTERN BUILDING SUPPLY

A Richards Company

by Susan Roush

Builders and contractors have relied on Eastern Building Supply for windows, doors, and other exterior products for more than a decade. The company was previously known as Eastern Aluminum Supply, and Larry

Hacker was the General Manager. Prior to the company being acquired in 2015 by Richards Supply Company, Larry decided to get out of the office and become the company's outside sales rep, essentially remaining the face of the company. "That's a blessing," Branch Manager David Jimison said, "he's very well-known and respected in the market place."

About a year ago, Jody McAfee joined as another outside sales rep to keep pace with the company's growth.

Eastern Building Supply has a lineup of low-maintenance exterior products that include windows, doors, gutters, siding, hand rails, stone veneer, and decking. David said their niche is to cater to smaller and middle size builders and contractors, "Which we love because the big guys out there lose them on the radar. The smaller guy needs help too. So whether you build 10 or 200 we got it."



Previous general manager, Larry Hacker (left) and current Eastern Building Supply branch manager, David Jimison (right).

(Continued on page 14)



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Eastern Building Supply now carries materials for residential and commercial roofing including IKO, the world's largest manufacturer of asphalt shingles.

David continued, "For windows we carry multiple brands from every end of the spectrum - any kind of residential window - from vinyl, wood, to aluminum clad." On the door side, Eastern Building Supply has its own door shop at their branch in Goldsboro, NC. They make private label exterior hinged entry doors. One of the advantages to builders and contractors is the possibility of a quicker turnaround for these doors. The selection of door styles, finishes and stains will suit a range of home exteriors from contemporary to craftsman style.

Cabinets are another product that has been added to the wholesale supply lineup. The cabinet lines are geared more to the remodeling sector, and again there's a range of price points.

Of the acquisition by Richards Supply Company David said, "It has actually been a great thing. They introduced roofing and got us to that market here and made us stronger." Strong enough that Eastern Building Supply will be expanding their fleet of boom trucks in the near future. They carry materials for both residential and commercial roofing, including IKO, the world's largest

manufacturer of asphalt shingles.

In David's 18+ years in the building supply industry he has noted the changes. He said, "It's become more competitive. There are a lot more options and a lot more things to learn." David added that Eastern Building Supply distinguishes itself in the industry by being, "Big enough to be as competitive as anybody, but small enough to care." He added, "Our focus is trying to make business easy by taking care of the customer." The fact that Eastern Building Supply's staff has decades of combined experience gives them the knowledge and experience to take care of customers in the most seamless manner possible.

Eastern Building Supply is centrally located in Myrtle Beach at 1100 Campbell Street. For further information call (843) 839-3006 or email MB branch manager David Jimison at [DJimison@EastAlum.com](mailto:DJimison@EastAlum.com). You can also visit [www.Richards-Supply.com](http://www.Richards-Supply.com). ■

## BUILDERS FirstSource

by Sylvia Trembley

PLEASE SEE BACK COVER OF THIS ISSUE FOR MORE INFORMATION

"Builders FirstSource primary focus on new construction creates our defined customer base" states local Market Sales Manager Joe Pezzullo. "Our continued effort and focus placed on the growth of in-house manufactured products inherently allow us to control the quality, timeliness and accuracy of the distribution process, with less reliability

on outside vendors to determine our ability to satisfy our customer's needs". "We currently manufacture our own Floor and Roof Truss, Wall Panels, Interior and Exterior Doors and Box Stairs". Joe states "Builders FirstSource manufacturing capabilities, coupled with the wide range of products in-stock locally, are second to none in the market, offering as close to a 'one stop shop' as there is in the area".

Builders FirstSource has built strong relationships with skilled subcontractors to provide installed services for some of the products they sell, to include whole house



Builders First Source local market sales manager, Joe Pezzullo.

framing, windows and doors, James Hardie siding and interior doors, trim and hardware. By combining installation services with high-quality building products and management of the project, Builders FirstSource takes pride in providing a turn-key service which allows the Builder to turn his management focus to other areas of his construction project.

The broad product selections at Builders FirstSource include foundation materials, framing materials and code hardware, floor

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and roof truss, windows and exterior doors, wood and cement siding and brick, roofing materials, drywall, interior doors and trim, stair parts, door and bath hardware, wood and synthetic decking and railing products, many of which are in stock and ready for immediate delivery. Top to bottom, Builders FirstSource offers the builder the best product solutions.

Builders FirstSource has distribution centers located in Conway, Pawleys Island and a professionally manned Millwork Showroom in Myrtle Beach. They have local specialists available to work with customers and their homeowners on more complex millwork and structural truss and wall panel projects. Joe further states "some of our Builders FirstSource professionals have been working for our company as far back as the



Builders First Source manufacturing capabilities, coupled with the wide range of products in stock locally, are second to none in the market.

late 1970s and early 1980s, longer than most of our competitors have been in business in this market".

Builders FirstSource strives to stay abreast of the continued evolution of building products, changes and utilization of

technology, awareness of the developments in 'Green' building and other growing trends" states Joe. Builders FirstSource acquisition of ProBuild took place in August of 2015. "We are extremely excited to combine the strengths and business synergy of two strong market leaders" says Joe.

Builders FirstSource has three Horry & Georgetown business locations at 651 Century Circle, Conway, SC, 4916 Hwy 17 Bypass, Myrtle Beach, SC & 226 Tiller Drive, Pawleys, SC. To gain more information about the benefits of partnering with Builders FirstSource call (843) 347-7866, email [Joe.Pezzullo@bldr.com](mailto:Joe.Pezzullo@bldr.com) or visit [www.bldr.com](http://www.bldr.com). ■

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## NORBORD

PLEASE SEE BACK COVER OF THIS ISSUE FOR MORE INFORMATION

Norbord is an international producer of wood-based panels with assets of US \$1.6 billion and annual sales of approximately US\$1.5 billion. Norbord has 17 plant locations in the United States, Europe and



Canada. They manufacture OSB in the United States, Canada and Europe. In addition, they manufacture MDF, particleboard and furniture in Europe. Norbord's group of scientists and engineers support their US, Canadian and European operations, contributing to their competitive strength in process and reliability improvement, product development and technology transfer.

Norbord brands build value into every project. That's because they ask builders what they need and then work to exceed those expectations. Energy efficiency, reducing waste, material and labor costs for builders is their focus. Norbord provides products that offer real value, strength and durability and are available through leading building supply retailers.

### Sub-Flooring

Floors are typically constructed as a system, joist length, depth, spacing and a T&G structural panel. T&G sub-flooring comes with various features and benefits. Commodity sub-floors such as **TruFlor®**

come with a 25 year warranty while premium sub-floors like **Pinnacle®** come with a 50 year warranty and a 100 day no sand guarantee. Both brands are rated



Premium sub-floors like **Pinnacle®** come with a 50 year warranty and a 100 day no sand guarantee.

Exposure 1 and will withstand normal delays in construction. The decision to choose one over the other can depend on several things such as how long the floor could potentially be exposed to the elements. If a stiffer floor is wanted then a thicker sub-floor panel will achieve that or space the joists closer together.

It is essential with structural panels to always leave 1/8" spacing at edges (T&G has

that spacing built into the profile) and sheets are "sized for spacing". Always follow the manufacturer's installation instructions, the local building codes and/or the APA E30 installation guide. Norbord provides sub-flooring that offers real value, strength and durability and is available through leading building supply retailers.

### Wall Sheathing

Wall systems are made up of various components including sheathing. The quality of the structural wall sheathing is important to meet building and energy codes but some brands such as **TallWall®** and **Windstorm®** can offer further cost savings and benefits. Norbord's **Trubord®**



Using **TallWall 9'** or **10'** wall sheathing can reduce wall air leakage by as much as 60%.

is a 4x8 structural sheathing and in some applications can certainly be used in wall application. However the smarter choice would be to opt for taller OSB

wall-sheathing panels such as **TallWall** or **Windstorm**. Why? Using **TallWall 9'** or **10'** wall sheathing can reduce wall air leakage by as much as 60% vs 4x8 because **TallWall** minimizes the number horizontal joints that air moves through. Using **TallWall** eliminates the need for all the blocking at horizontal joints plus it allows the wall cavity to be filled completely and quickly with insulation for a tighter building envelope. All this adds up to less material, less construction time and less labour.

In high wind markets the best choice is **Windstorm** structural sheathing. With lengths from 97 1/8" up to 145 1/8" in both 7/16 and 15/32 thickness categories **Windstorm** allows the design professional to choose the right length and fastener schedule to meet hurricane codes. **Windstorm** and the fastener schedule can reduce or even eliminate expensive metal hardware and the time and expense to install all that metal. The saving can add up to \$1,000 or more per house. Plus **Windstorm** offers you the same advantages as **TallWall** with reduced air leakage, open bays to insulate etc.

Both **TallWall** and **Windstorm** are perfect partners of Raised heel (Energy) trusses. Raised heel trusses are a great way to take advantage of the energy codes that allow lower attic insulation R-values when full-depth insulation extends to the outside edge of the top plate without compression. Insulation is far more effective when it is full depth at the outside edge of the wall. The

perfect partnership combines **TallWall** or **Windstorm** sheathing with raised heel trusses.

### Roofs

**Trubord®** 4x8 square edge panels are ideal for roof sheathing in residential single and multi family houses as well as light commercial construction and modular homes.

Stepping up to radiant barrier sheathing can be a huge advantage, not only to the builder but the home owner. A house with **Solarbord®** radiant barrier sheathing has a head start on comfort. Up to 97% of radiant heat from the sun is blocked by **Solarbord**, so the attic can be as much as 30°F cooler. The hotter it gets the more effective **Solarbord** is. This means the rest of the house will be cooler too. Some HERS raters have told us that when **Solarbord** roof sheathing is used in their markets that they can calculate reduced AC requirements by 1/2 ton. That alone can be hundreds of dollars in savings by using Norbord **Solarbord** radiant barrier sheathing.

Thinking of, or using spray foam insulation? Take the time to compare the few hundred dollars cost for **Solarbord** compared to the thousands and thousands of dollars for spray foam and the payback on **Solarbord** will be many years shorter than foam.

For further information regarding Norbord products available locally call **Craig Doehner** at (919) 523-1619 or email **Craig.Doehner@Norbord.com**. ■



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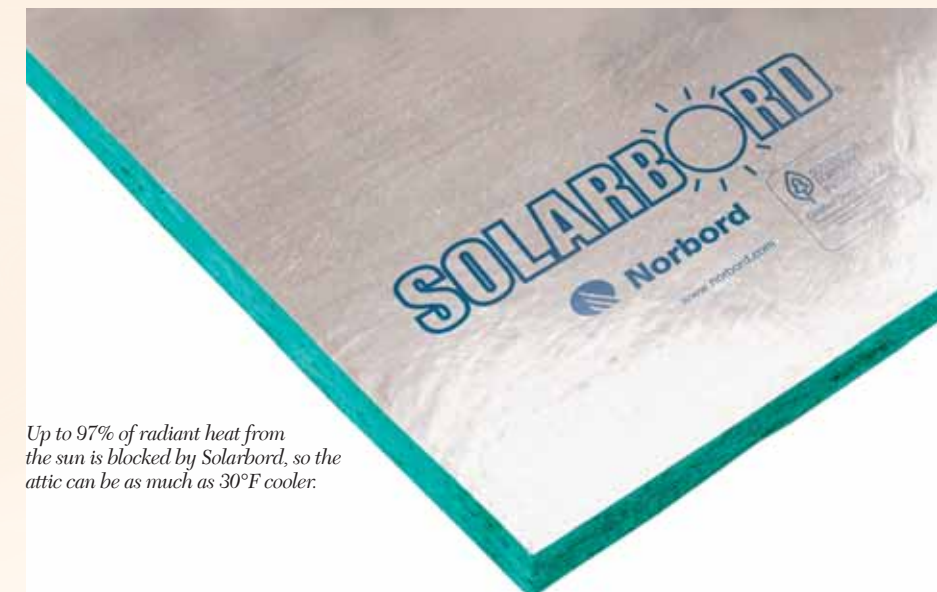
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## IT ALL STARTS WITH TRUST

by Dr. John D'Ambrosio, *President/CEO*  
*Better Business Bureau of Coastal Carolina*

The Better Business Bureau exists to create Trust in the Marketplace. For well over 100 years the Better Business Bureau has stood for an ethical marketplace where buyers and sellers trust each other. For the past 30 years, your local BBB, the Better Business Bureau of Coastal Carolina has been serving 15 counties in North and South Carolina.

The BBB Standards of Trust has eight principles that summarize our Code of Business Practices. They are as follows:

1. **Build Trust** – Establish and maintain a positive track record in the marketplace.
2. **Advertise Honestly** – Adhere to established standards of advertising and selling.
3. **Tell the Truth** – Honestly represent products and services, including clear and adequate disclosures of all material terms.
4. **Be Transparent** – Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.
5. **Honor Promises** – Abide by all written agreements and verbal representations.
6. **Be Responsive** – Address marketplace disputes quickly, professionally, and in good faith.
7. **Safeguard Privacy** – Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.
8. **Embody Integrity** – Approach all business dealings, marketplace transactions and commitments with integrity.

The BBB is one of the primary places to find verified, unbiased information and the monitoring of business compliance against the Principles listed above. Accredited Businesses meet and commit to our high standards.

BBB helps consumers identify trustworthy businesses. We exist so that

consumers and businesses alike have an unbiased source to guide them on matters of trust, ethics and truthful advertising.

BBB Accreditation is an honor and not every business will be eligible. Those Businesses that meet our high standards are invited to become Accredited Businesses. All BBB Accredited Businesses have agreed to adhere to our Code of Business Practices and they treat the public in a fair and honest manner. Businesses are not compared to each other, but are evaluated based on our Standards.

To find out how we can help your Business or learn more about how BBB can help you resolve your consumer concerns contact us at 843-488-2227 or visit [www.bbb.org/myrtle-beach](http://www.bbb.org/myrtle-beach).

As a consumer we encourage you to check with us, so that you can go into your next buying experience with more confidence. We are here to serve you. For more information email us at [bbbinfo@coastalcarolina.bbb.org](mailto:bbbinfo@coastalcarolina.bbb.org) or contact me directly at [drjohn@coastalcarolina.bbb.org](mailto:drjohn@coastalcarolina.bbb.org).

Please remember to THINK LOCAL FIRST for all of your needs. Look for the BBB Seal as a source of confidence and trust.



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Chad Redwine is Palmetto Brick's Myrtle Beach branch manager.

manufacturer in the country. The local branch carries a complete line of masonry supplies, brick, pavers, block, sand, mortar, stone and all accessories.

The mission at Palmetto Brick is simple: to manufacture a superior product that combines the highest quality materials with top-notch service. Every since their first brick came off the line almost a century ago, the company has strived to provide a level of customer satisfaction and product quality that's unparalleled in the industry and reflective of the company's deep, family-owned roots.

To Palmetto Brick employees, brick making is



The Myrtle Beach showroom is located at 305 Greenleaf Circle.

about more than the blending of clay and water. It's about building personal customer relationships and long-term bonds through an uncompromised standard of excellence. And that's

(Continued on page 21)

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HORRY GEORGETOWN HOME BUILDERS ASSOCIATION

# Professional Concrete, Inc.

**Precision Professional Focus From Start To Finish. Serving Local Residential & Commercial Building Contractors Since 2000.**

by Sylvia Trembley



Professional Concrete, Inc. office located at 1070 Redi Mix Road, Little River, SC 29566.

*"We live here. We are involved in the community. Our children are a part of the Horry County school systems. We are not 'here today, gone tomorrow'. Whatever the job requires, we will make it right,"* guarantees Staton McIntyre, owner of Professional Concrete, Inc.



Staton McIntyre, owner of Professional Concrete, Inc.

Staton McIntyre, a North Carolina native, made the decision in 1990 to move to the Myrtle Beach Grand Strand area. His geographic relocation was inspired by educational pursuit with enrolling in Coastal Carolina University. This became a catalyst to learn and become involved in the SC coastal market. With an interest in the business of real estate and property development, Staton became a licensed SC Realtor. Whereas his business path ultimately evolved toward building and owning his own concrete company, Staton states he earned valuable real estate sales experience as well as furthering his knowledge of the SC coastal area.

Enjoying the business challenge of sales and marketing, Staton's goal was to determine the right product to provide people with a quality service across the Grand Strand. In the year 2000, Staton's personal commitment to own a business and provide a needed service became the origin of Professional Concrete, Inc.

Staton McIntyre's original business focus was to build a professional company along with a skilled team earning the business to lead the industry across the Grand Strand with an ongoing personal commitment to deliver a 'hands on' personal touch.

Through the years, he has stayed true to this vision with being appreciative of the opportunity to continue to work with reputable building contractors. Staton states *"Professional Concrete, Inc. is not too big for any company, always approachable and always available"*.

Specializing in concrete footings, foundations, slabs, concrete walls, driveways, sidewalks, pool decks, decorative concrete, all work is done in-house by Professional Concrete, Inc. employees only. *"We take pride in what we do"*.



Kyle Russ, Project Sales Estimator, responsible for Professional Concrete, Inc. Business Sales and Marketing.

A business philosophy of establishing professional relationships and being in direct communication with the commercial and residential General Building Contractors, the local building inspector department, the soil testing company assuring each aspect of the project will be done correctly from start to finish along with the commitment to leave each job 'better than we found it'.



Keith Suggs, Chief Estimator, reviewing project plans.

Professional Concrete, Inc. business continues to grow working with more than 50 custom builders and 15 property management companies across the Grand Strand. Business relationships of trust and financial accountability are a part of the provided business plan. As a full service turn key company, Professional Concrete, Inc. requires no money out of pocket from the builder until the job is complete.

While expanding business resources, with continued involvement in local business organizations and always reinforcing their strong professional team, Professional Concrete, Inc. moved into their new office building at 1070 Redi Mix Road in Little River, SC in August of 2013. Key members of the business team include Business Office Manager Lori Suggs, Chief Estimator Keith Suggs and Kyle Russ, Business Sales and Marketing as well as Estimator. *"We care about our business reputation"*. It is evident, as well as proven through the years, Staton McIntyre and the Professional Concrete, Inc. team are an asset to the Grand Strand community providing an excellent product and service.

*For further information regarding Professional Concrete, Inc. or for a job quote, call (843) 399-1900 or email info@ProfessionalConcreteInc.com. Visit www.ProfessionalConcreteInc.com to learn more.* ■



Lori Suggs, Sales Estimator and Business Office Manager.

something Palmetto Brick's Myrtle Beach branch brings to each of its clients every day, whether you're building a single residence or a public space to be used by thousands.

Chad Redwine, Myrtle Beach market branch manager, invites you to tour the beautiful showroom located at 305 Greenleaf Circle.

Formerly known as Waccamaw Brick, the Myrtle Beach location gives you a chance to see so much more than just brick exterior products and building supplies! Although there are always many

gorgeous brick colors and options to choose from, building contractors, landscapers & consumers will want to explore the brick landscaping options and other products that can assist in creating a beautiful environment to complement your home.

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# Bill Clark Homes

*A Tradition of Building Quality Homes in Desirable Communities*



by Susan Roush



PHOTO © CHUCK GEE

*The Sandpiper showcase home in the new Belle Mer community in Surfside Beach, SC.*

Bill Clark Homes is at the start of its fourth decade, with over 20 years in the Myrtle Beach area. President Bill Clark's business acumen and eye for opportunity has guided the growth since the first home was built in Greenville, NC in 1977. The company's capacity to attract and retain talented people, and to build and market homes that represent quality and value to buyers continues to be its hallmark.

Jeff Farrell, Division Manager of Myrtle Beach, pointed out other key factors to the brand's success. He said, "We create a destination point – a subdivision where people desire living." Jeff explained that Bill Clark Homes has positioned itself between big production builders and small-volume builders. "We're in a strong position to do custom design work and modifications, and because of our size we have better buying power than the smaller builder."

Construction Coordinator Gail Farrell added, "I can't remember the last house where we didn't make some type of structural changes." She cited one home that had 20 structural options to the base model. "We do a lot of personalization to interiors," said Trish Havird, MIRM, Sales Manager for Bill Clark Homes. "If Gail doesn't have something, she'll go find it." Trish



PHOTO © CHUCK GEE

*Homeowner's, Stephen and Deborah Oliver (right) enjoy meeting with Bill Clark Homes sales representative's, Jessica Hill (far left) and Trixie Anders (2nd from left) in the Sandpiper showcase home in Belle Mer. The Olivers originally met with Jessica Hill several years ago & purchased a home in Surfside Beach Club. Stephen and Deborah love their home. Stephen has the following to say regarding Bill Clark Homes to any homeowner looking for a builder to build them a home in the upper coastal South Carolina area: "It's a no brainer – he just builds a better quality home."*

PHOTO © CHUCK GEE



PHOTO © CHUCK GEE



*The kitchen and guest bedroom in the Sandpiper showcase home in Belle Mer.*

named another brand distinction of Bill Clark Homes: “We finish what we start. We’re proud of the fact we’ve never started a community and backed out, leaving it to other builders to finish.”

Tired of shoveling snow, and discouraged by findings in Florida, Stephen Oliver carefully researched other options and builders. He then brought his wife Deborah to Myrtle Beach for what she thought was a vacation. Deborah said, “He took me to Surfside Beach Club and I met [sales representative] Jessica Hill who gave us a tour. The clubhouse was a deciding factor for me. The beautiful homes, the waterways with fountains, egrets and other wildlife made me feel I would love this lifestyle.” Strangers in a restaurant corroborated the decision. In the course of a spontaneous conversation the Olivers said they were looking at Surfside Beach Club. The other diners’ response was, “Oh, that’s Bill Clark; he builds the best homes down here.” The Olivers have been in Surfside Beach Club over three years now and love their home and lifestyle. Stephen’s research paid off, and for others considering a Bill Clark Home, he said, “It’s a no brainer – he just builds a better quality home.”

The following is a glance of current



Bill Clark Homes’ homeowner’s, Jim and Susan Harrison (right), visit with sales representative’s, Trixie Anders (far left) and Jessica Hill (2nd from left) in the spacious bonus room over the garage in the Avocet showcase home in Belle Mer.

PHOTO © CHUCK GEE

developments on the Grand Strand, along with comments from homeowners that speak to the quality, value, customization and commitment of Bill Clark Homes.

**Belle Mer**  
**Priced from the \$250s**  
**1625 to 2300 + square feet**

Located in Surfside Beach, this 235 single-family natural gas community had its Grand Opening in January 2017. It is similar to the popular Surfside Beach Club in that it is an active

community with a large swimming pool, fitness center, and a clubhouse with a spacious gathering room. Buyers will have a choice of three distinct architectural styles: Traditional, Lowcountry, and Craftsman. Each model has 6 elevation options, and buyers are not constrained by a pre-planned vision of which model can go on what lot. This helps create a more interesting street scape.

Irrigation and landscaping are included in the basic package, which means sodding to the property line, and using mulch instead of pine straw. Nearly half the lots have water views. The hot water heater and HVAC systems will use natural gas, and homeowners can add a gas fireplace and / or kitchen range. Other standard features include a base security system, marble windowsills, 12’ ceilings, substantial molding, plus a multitude of other design details that a Bill Clark representative will gladly share with interested visitors.

Prospective buyers can see four showcase homes. They are built and furnished to emphasize upgrade options and a plan’s potential. Inventory homes are unfurnished base plans situated on different types of lots to give buyers a more concrete vision of



The kitchen in the Edisto showcase home in Belle Mer.

PHOTO © CHUCK GEE



The living room area in the Edisto showcase home in Belle Mer.

PHOTO © CHUCK GEE



The Venice showcase home in Tuscan Sands located in the Barefoot Resort community in Myrtle Beach, SC.

PHOTO © CHUCK GEE

building on a particular type of site. Buyers benefit by seeing showcase and inventory homes that are commensurate with the characteristics and personality of the overall community.

## Tuscan Sands

**Priced from the low \$360s  
minimum 2,500 square feet**

Bill Clark Homes has 22 lots and offers five models in Barefoot Resort's last new home neighborhood. For those who already have a lot, Bill Clark Homes can also build to the owner's interior specifications while designing exteriors to suit the overall appearance of Tuscan Sands.

Norman and Ann Sullivan owned a condominium in Barefoot Resort when they purchased a lot that overlooks the Greg Norman Champion Golf Academy and has an Intracoastal Waterway view. Norman said, "We



*Tuscan Sands' homeowner's, Norman and Ann Sullivan (right) visit with Bill Clark Homes sales representative, John Rist (far left) in The Venice showcase home. "We entertained three builders and decided on Bill Clark Homes based on the quality of The Venice showcase home. John Rist, Ann and I drew up the plan the way we wanted it", said Norman. After making significant interior alterations, the plan came back with the new pricing which the Sullivans found to be very reasonable.*

entertained three builders and decided on Bill Clark Homes based on the quality of The Venice showcase home. John Rist [sales representative], Ann

and I drew up the plan the way we wanted it." This included taking advantage of the view and making significant interior alterations. After



*The living area in The Venice showcase home in Tuscan Sands.*

engineers reviewed it to ensure structural integrity, the plan came back with the new pricing, which the Sullivans found very reasonable.

Two other Tuscan Sands homeowners considered other communities before deciding to build The Capri model with modifications. Kevin Ruth said of Bill Clark Homes, "They were wide open to our ideas." He added, "Something that was amazing to us was they told us at the beginning we wouldn't have a really long punch list when we were done, and we thought 'yeah, sure.' They were right; we didn't have a long punch list." Kevin and his wife Georgette were quick to credit the company and Gail Farrell. Kevin said, "We've built a lot of houses, and we're doing a remodel up north, and nothing has been like working with Bill Clark, particularly Gail, she was phenomenal – she really listened to what Georgette wanted. They didn't just want us to be happy; they wanted us to be thrilled."

Rick and Ana Rush agreed with the positive working relationship. Rick said, "If I compare this experience to building in Pennsylvania, this was a 1,000 times more pleasant. It was easy to deal with the people in the office; they were professional and handled my concerns very well." Rick and Ana also



*The master bedroom in The Venice showcase home in Tuscan Sands.*

appreciated details that were standard, such as the marble sills, bullnose corners, and wainscoting with panels, fluted casings and two-piece chair rails.

## Little Palm Key

**Priced from the \$230s  
1,445 to 2,355 + square feet**

Saltwater is in the air from this enclave of 36 lots on 67th Avenue in Myrtle Beach. Beth and Tony Gowan have lived here since 2014. Their Bill Clark story began with an open search of new homes and resales. They had actually begun to work with another

custom builder that had a habit of saying 'no' to changes that the Gowans wanted. By contrast, Bill Clark Homes was the 'yes' builder. Tony said, "The important thing for me that was their willingness to work with us at a fair price." Tony gives kudos to David Martin their Service Manager for paying attention to details and being a constant presence on the site. "In fact, he actually changed a couple of things that we hadn't thought of because he was so conscientious, which turned out to be better for the home." Jessica Hill kept the couple updated by sending photos and emails. "She was wonderful," Beth said. At times they thought for sure Bill Clark Homes would say no to a change, but as Beth reported, "There was not one thing that we asked them to do that they did not do." The Gowans elected to put the Key West model, one of eight plans, on piers and made other modifications. Beth said, "We were confident working with them. We knew that Surfside Beach Club was a thriving development." Of Little Palm Key, Beth said, "We love that it's just a little pocket community and that it's 600 yards off the water." As soon as the couple closed, they ordered a custom golf cart to go with the house.



*The master bathroom with spacious custom closet in The Venice showcase home in Tuscan Sands.*

### Legacy Place in Litchfield Plantation

Priced from the \$350s  
2,140 to 2,822+ square feet

As Jeff Farrell described, "It is antebellum. It is truly Tara when you drive along the avenue of live oaks. At the very end there is a white home that is a couple of hundred years old and remnants of all the old rice fields behind it." This is a special boutique project due to the select number of available lots and the historic natural beauty of the locale. Five Charleston-style plans have been designed befitting of the setting.

### Fairway Point in Pawleys Plantation

Priced from the \$370s  
2,264 to 3,923+ square feet

Thirty highly prized lots along the 18th hole of Pawleys Plantation Golf Course is the site of the newest Bill Clark Homes project. This is the last land within the Plantation available for building. The unique location defies replication, and will have tremendous appeal for buyers who wish to have a signature custom home, especially on lots with ocean views. A showcase home will be ready for viewing this summer, and buyers will be able to see several plans.



PHOTO © CHUCK GEE

Tony and Beth Gowan (left) enjoy a visit with Bill Clark Homes' sales manager, Trish Havird (far right) in the front yard of their home in the Little Palm Key community in Myrtle Beach, SC. "The important thing for me was their willingness to work with us at a fair price", said Tony. "There was not one thing that we asked them to do that they did not do", said Beth. Sales representative, Jessica Hill, kept the Gowans updated during the construction process by sending photos and emails. "She was wonderful", said Beth.



A spec home in Legacy Place in Litchfield Plantation. Legacy Place is a new Bill Clark Homes community.

PHOTO © CHUCK GEE

**Bill Clark Homes.**  
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### MYRTLE BEACH AREA CHAMBER OF COMMERCE



## ON THE ROAD In 2017 MBACC Is Coming To You!

by Amanda Blomquist, Myrtle Beach Area Chamber of Commerce,  
Membership Coordinator

The Myrtle Beach Area Chamber of Commerce will soon be on the road. In December, the chamber purchased a van to serve as a mobile visitor's center in an effort to better promote the destination at events across the country and along the Grand Strand.



"We felt like it was an excellent way to expand our outreach to visitors and those in market to let them know about our attractions and activities members," said Diana Greene, Executive Vice President of membership programs and services.

In and around Myrtle Beach, you may see the van in local parades or community festivals. On the road, the van, will travel to sporting events and other major sponsorships the MBACC is involved in throughout the country such as the VisitMyrtleBeach.com 300 at Kentucky Speedway.

"This also allows us to advertise while we travel," Greene said. "It's like a moving billboard message for VisitMyrtleBeach.com."

While parked at the various events, you'll find chamber staff underneath an awning ready to answer any questions about Myrtle Beach. A TV will play our Visit Myrtle Beach commercials and brochures from participants in the visitor's program and will be available for distribution.

"We're excited about being able to create

(Continued on page 30)

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this experience for people to come and learn about everything Myrtle Beach has to offer," Greene said.

The van likely will take its first road trip in February 2017.

Since 1938, Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. U.S. Chamber of Commerce has awarded the chamber its five-star accreditation. For more information on how you can put the power of MBACC membership to work for you, call 843-626-7444, visit [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), or stop by our office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



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# PORT CITY ELEVATOR, INC.

## Design. Installation. Service.

### A Premier Accessibility Equipment Provider Serving SC And NC Markets



by Sylvia Trembley

PORT CITY ELEVATOR, Inc., a licensed and insured premier full service provider of residential and light commercial accessibility equipment, serves The SC Grand Strand coastal region as well as up to Wilmington, Morehead City, Raleigh & Cary NC markets.



Stair Lifts provide a mobility solution for carrying an individual up and down stairs.

“we like to include the principles noted in the Rotary Organization ‘Four-Way Test’ as we build professional trusting relationships in a responsible way with each of our customers”; *Is It The Truth?, Is It Fair To All Concerned?, Will It Build Goodwill And Better Friendships?, Will It Be Beneficial To All Concerned?*

Always focused on providing a high level of customer service, an added convenience benefit offered to the

(Continued on page 32)

PORT CITY ELEVATOR, INC. President Robert Page and Vice-President Seth Newman, with 20+ years combined experience in the elevator industry, work with architects, general contractors, home owners, designers and property management companies. Partnered with industry leading top North America manufacturers, independent dealer PORT CITY ELEVATOR, INC. provides a broad range of accessibility products including elevators, dumb waiters, stair lifts and platform lifts.

Seth Newman, also a Rotarian states



Residential and commercial dumbwaiters offer a solution for moving items from floor to floor.



Elevator design is offered in all styles...from modern to traditional.



customer during the job planning process is the capability to warehouse the ordered elevator once received until the point of installation. This provides both product security and installation timing convenience. Also a benefit offered in new construction projects identifying a popular 'aging in place' lifestyle housing trend today is including a stack closet 'universal design' ready to be converted into an elevator option when needed. PORT CITY ELEVATOR, INC. will provide a set of drawings detailing future fit specifications for an elevator application. This adds more marketable property value with advance preparation for a future elevator shaft.

Whether the customer is planning a new home or business, a new school, remodeling a church or desiring to access other floors in a current home or business building, PORT CITY ELEVATOR, Inc., can provide the best accessibility solution. From the initial contract throughout the installation process, offering unparalleled service based on integrity, product



An elevator assists with many mobility accessibility needs. Here a mother is transporting her child and wagon.

knowledge and customer satisfaction, "our team guarantees a hands on approach to ensure the customer's goals are met 100% during the design, staging, installation and servicing of the product" states Seth. The PORT CITY ELEVATOR, INC. professional highly trained team is considered 'best in class' and dedicated to meet each customer's needs with the best products and service in the market.

PORT CITY ELEVATOR, INC. is a member of the HGHBA, Horry Georgetown Home Builders Association; NAHB, National Association of Home Builders, AEMA, Association of Members of the Accessibility Industry; NAEC, National Association of Elevator Contractors; Raleigh NC HBA, Home Builders Association CARE Council, Resource for Ageless Design in Home Construction. For further information, please call PORT CITY ELEVATOR, INC. home office at (910) 790-9300; [www.portcityelevator.com](http://www.portcityelevator.com). ■

## SUNROOMS - ENCLOSURES

Visit us in Booth's 100 & 101  
February 10th - 12th in MBCC

# Carolina Home Exteriors Continues To Be Recognized As A Local Industry Leader For All Of Your Sunroom, Pool Enclosure, Patio Enclosure & Screen Room Needs.

## CAROLINA HOME EXTERIORS

by Susan Roush

The focus of Carolina Home Exteriors is, "To be the custom residential designer that will make the most of a homeowner's outdoor space as if it's an extension of the existing home," says owner Ted Cligrow. The company provides homeowners several options to expand their home, lawn, patio, pool, spa or balcony by designing a living area to relax, play and entertain family and friends. Sunrooms, screen rooms, pool enclosures, porches, pergolas and replacement windows and doors are their primary products. Carolina Home Exteriors has a showroom in addition to making onsite complimentary consultations.

Ted says, "We provide a one-stop service to custom design your outdoor living area. It's all about time, service and convenience for the consumer." Whether a homeowner wants a complex four-season glass Carolina Room, a weather-resistant patio enclosure, or a simple attractive gazebo, Ted and his team are there from conception to completion.

The company has 36 years of financial stability and credibility to back their expertise. Carolina Home Exteriors' mission statement is: Deliver quality products on time with excellent service before, during, and after the sale. We respect our customer's time, property and their need to be in the communication process. To fulfill this Ted says, "We are known for our reliability of showing up on time, service follow-up, and warranty work." Homeowners can have confidence that Carolina Home Exteriors' mission statement is culled from strong consumer advocacy. Ted feels a responsibility to be a positive representative of the home improvement industry. The company has an excellent A+ accreditation with BBB. They

also provide educational tools to homeowners via their website, supporting the adage, "An educated consumer is your best customer." This advocacy expands to active involvement in other facets of the community. Ted is the President of the Board of Directors for Habitat for Humanity of

Horry County, and is active in the Myrtle Beach Area Chamber of Commerce and serves on the HGHBA Remodeling Committee.

You can visit a representative from Carolina Home Exteriors in Booth #s 100 & 101 February 10th - 12th in the Myrtle Beach Convention Center. Feel free to call (843) 651-6514 or visit [www.CarolinaHomeExteriors.com](http://www.CarolinaHomeExteriors.com). ■



Ted Cligrow in his Murrells Inlet, SC showroom.

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Visit us in Booths 100 & 101 February 10th-12th in MBCC

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# Marketing that Moves the Needle

Denise Blackburn-Gay, APR  
President & CEO of Marketing Strategies

Just a few months into the new year, businesses, with goals in mind, have their eyes set on the prize – their end of the year profitability. You see, it's not where you start, it's where you end. Every business plan should be written with the end in mind. What do you want to accomplish? How will you get there and what will get in the way? We all know that the road from beginning to end is a long and arduous one and the journey is hampered by circumstances we cannot control: the economy, interest rates, and the retail landscape which sees competitors moving in and out of our marketplace. In addition, changes within your own organization affect your processes and your profitability. How do you cope? What can you do to ensure that the road from beginning to end is a smooth and profitable one?

While marketing alone – good marketing, that is – cannot ensure your success, it is certainly your roadmap. They key is marketing that moves the needle. What's the difference? Practically every business does some sort of marketing. Without a plan, it becomes a shot gun effect. There is a little money in the coffers and an ad rep appears on the doorstep offering a magical solution to your business woes. You

decide to 'try it and see'. It doesn't work and you are soured both on advertising and its outcome. It wasn't the product that didn't work, it was the process. Marketing (advertising) without a goal is worthless. Start with a goal, a sensible budget, and a plan. Market with clarity.



Focus on who you are, what you offer and who your customers are. Marketing, done correctly, builds the brand and paints a visual image in the consumer's mind that, in turn, builds top of mind awareness. This image building is important. You won't always reach customers when they are ready to make a purchase, but you will make an impression that will leave an indelible mark.

Consider your content. Engage with your customers. People don't want to be talked to, they want to be part of the conversation. They want to see themselves in your message. Whether you are selling custom homes or healthcare, the message needs to be delivered to people just like them. In today's digital world, content includes video and social media along with reviews, blogs, papers, and eBooks. It's all marketing. I recently saw a billboard that read, "It's the Ingredients that Matter." The same can be said of marketing.

Make your business visible. This is the one aspect of marketing that will never change – regardless of your target or advertising medium. Visibility is not just about where they see your message and how



often, it's about how they see you as a company. It's about your image in the marketplace and in the minds of your consumers. It's your brand and it's priceless. Manage it well.

And finally, measure with purpose. Measurement has been on everyone's mind lately. It's the new industry buzzword and for good reason. With confessions from Facebook and others about how their data doesn't tell the complete story, the results we have are less than stellar. Your marketing

objectives should be directly related to profit, revenue, customer retention and satisfaction.

Denise Blackburn-Gay, PR is President and CEO of Marketing Strategies, Inc., a Myrtle Beach agency that has been providing strategic marketing and PR to the building industry and others since 1997. Her expertise includes research and consultation. For more information contact her at [denise@marketingstrategiesinc.com](mailto:denise@marketingstrategiesinc.com) or call (843) 692-9662. ■



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## MBREDC Promotes Business Diversity And Increased Hourly Wage

by Josh Kay  
*President & CEO, Myrtle Beach Regional Economic Development Corporation*



The Myrtle Beach Regional Economic Development Corporation is a public-private partnership whose primary task is the recruitment and retention of businesses and industries throughout Horry County. Specifically, we recruit and retain companies that will employ Horry County residents on a full-time basis with salaries above the County's average hourly rate, which as of January 2017, is over \$16.40 per hour.

Most are surprised by this hourly rate as it is well known that the leading economic engine in Horry County is the retail and tourism industries, which are typically temporary, lower paying positions. The MBREDC and our partners do not want to, nor are we able to, overcome this trend as these businesses provide not only jobs for their employees but also funnel back millions of taxes and fees to Horry County and the State of South Carolina.

The MBREDC is, however, making significant strides to recruit businesses in our target markets of aerospace, IT, healthcare, and advanced manufacturing industries to create a more diversified local economy. With this diversity and an increasing average hourly wage, the MBREDC, Horry County Council, and all our public and private partners hope to see long



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term benefits, such as increased personal wealth, decreased crime, increased housing starts, increased retail, commercial, and tourism expenditures, and an overall increase in quality of place for Horry County.

While 2016 was a very successful year for the MBREDC with over 400 full time jobs announced, our successes would not be possible without the continued and increased financial support of our private sector investors. We strive to provide a high level of return-on-investment for our investors in two distinct ways. First, there is an indirect ROI with the MBREDC's successes of having Horry County residents with full-time jobs with hourly wages and benefits that allow them to invest in

themselves and their family's well-being and quality of life, with such things as property and home ownership. Secondly, our investors are given the opportunity to interact, network, and develop business relationships with other MBREDC investors as well as the major businesses that we recruit.

*If you or your business is not investing in the MBREDC and consequently in the future of Horry County, I would strongly encourage you to invest in our mission. Become a part of a winning team and enjoy the benefits of your investment in the MBREDC by either calling our office at (843) 347-4604 or visiting our website at [www.mbredec.org](http://www.mbredec.org).*



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## NOW Nexus – Opportunity – Workforce New Business Relocating To Conway & Existing Business Ready To Grow

by Gary Lee, *Vice President of Economic Development Conway Chamber of Commerce Board of Directors*

In 2016, the Conway Chamber of Commerce, in partnership with the City of Conway, revitalized focused efforts to serve as the primary resource for business retention, business expansion, and recruitment of new businesses to Conway.

Our Chamber's Economic Development division, under the leadership of Board Vice President, Mr. Gary Lee, strives to better position Conway in the marketplace through a city-wide economic positioning analysis along with a follow-up plan of action. The goal being to better foster opportunities for capitalizing on local residential growth within the city and surrounding area, and immense volume of traffic through our gateway corridors.



The Chamber's Economic Development Committee is currently working with commercial Realtors, property owners, developers, and City officials to compile inventory and available sites for commercial development. Once market data and real estate opportunities are identified, the Chamber will launch, ConwaySCNOW.com. A one-stop shop for business in Conway!

ConwaySCNOW – the NOW – an acronym for Nexus, Opportunity, Workforce – will provide key demographic information,

(Continued on page 38)

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Conway area or an existing business is ready to grow and expand, ConwaySCNOW will make the necessary connections to propel each business to success.

For more information on the Conway Chamber of Commerce's economic development and other programs and initiatives, contact the Chamber office at (843) 248-2273, visit the Chamber website at [www.conwayscchamber.com](http://www.conwayscchamber.com) or [www.conwayscnw.com](http://www.conwayscnw.com). ■

a business directory, key industries, local business incentives, guides for new and existing business and much more. Whether a new business is looking to relocate to the

## advertisers' index

<b>84 Lumber – Local Building Supply</b> .....	12
<b>Brady Glass Solutions</b> .....	15
<b>Builders First Source</b> <i>Local Building Supply</i> .....	Back Cover
<b>Burroughs Shutter Company</b> <i>Shutters &amp; Hurricane Protection</i> .....	3
<b>Carolina Cool</b> <i>HVAC / Plumbing / Electrical / Solar</i> .....	34
<b>Carolina Home Exteriors – Custom</b> <i>Sunrooms / Enclosures &amp; Much More</i> .....	33
<b>Contract Exteriors – Siding / Roofing /</b> <i>Windows / Decking &amp; More</i> .....	30
<b>Dean Custom Air – Factory Authorized</b> <i>Carrier Dealer / New Home Construction</i> <i>Installations &amp; Maintenance</i> .....	37
<b>Eastern Building Supply – Local Building</b> <i>Supply / Windows / Doors / Siding /</i> <i>Roofing / Decking / Cabinets &amp; More</i> .....	13
<b>Got Granite Guys</b> <i>Over 500 Granite Slabs &amp; 60 Colors</i> <i>To Choose From</i> .....	Inside Front Cover
<b>J &amp; S Flooring – Residential &amp;</b> <i>Commercial Flooring Specialists</i> .....	38
<b>Marketing Strategies, Inc.</b> <i>Strategic Marketing Campaigns</i> .....	21
<b>Monarch Roofing &amp; Solar</b> <i>Residential &amp; Commercial / Roofing &amp; Solar</i> <i>Specialists</i> .....	Inside Back Cover
<b>Norbord – Energy Efficient</b> <i>Framing Materials</i> .....	Back Cover
<b>Palmetto Brick Company – Brick /</b> <i>Landscaping Hardscapes &amp; Stone Supply</i> .....	19
<b>Palmetto Paverstones</b> <i>Hardscape Installation Specialist</i> .....	15
<b>Port City Elevator</b> <i>Commercial &amp; Residential</i> .....	11
<b>Premier Sound Satellite &amp; Security</b> .....	32
<b>Professional Concrete, Inc.</b> .....	21
<b>Quality Pools &amp; Spas</b> <i>Landscaping &amp; Design</i> .....	9
<b>Security Vision – Superior Security &amp;</b> <i>Home Automation Services</i> .....	14
<b>Southern Scapes Landscaping &amp;</b> <i>Garden Center</i> .....	17
<b>Spann Residential Services, Inc. – Roofing -</b> <i>New Construction / Replacement / Repair</i> .....	16
<b>Suncoast Building Products</b> <b>&amp; Services, Inc.</b> <i>Specializing In Custom Seamless Gutters</i> .....	18
<b>Swift Appliance – Custom Appliance Selections</b> <i>/ Installations / In Home Consultations / Visit the</i> <i>Murrells Inlet Showroom</i> .....	35
<b>The Flooring Depot Design Center</b> <i>of Myrtle Beach &amp; Shallotte</i> .....	29
<b>The General Pool Company</b> <i>Pools &amp; Backyard Retreats</i> .....	30
<b>Weitzel's Custom Screen Rooms</b> <i>Retractable Screens &amp; Awnings</i> .....	36

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