

BUILDING INDUSTRY SYNERGY

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- 2017 HGHA NEW HOME PARADE RETURNS
March 17th - 19th / March 24th - 26th
- MBREDC
2016 Was A Banner Year For
Economic Growth In Horry County
- BURROUGHS SHUTTER COMPANY
A Grand Strand Leader For
Exterior & Interior Shutters
- HOME AUTOMATION / SECURITY
Local Professionals Ready To
Accommodate Your Needs
- PREVIEW OF THE
2017 HGHA SCHEDULE
Opportunities For
Participation In Many Events

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Three local professional companies that are ready to assist builders, property management companies & area homeowners with all of their home automation, security & accessibility equipment / elevator lift needs.

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Todd Home Builders, LLC

Kevin Todd was born and raised in Horry County. He has been around the construction industry all of his life. After starting his own home building company about 12 years ago, he is now extremely busy building new custom homes and is currently looking to expand to even larger projects.

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Myrtle Beach Regional Economic Development Corporation (MBREDC)

2016 was a great year for economic growth in Horry County! The MBREDC assisted four businesses in their expansion or relocation plans, announcing over 320 fulltime jobs and the investment of almost \$5 million in capital expenditures over a 5-year period.

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Better Business Bureau of Coastal Carolina

On November 1, 2016, the Better Business Bureau of Coastal Carolina welcomed aboard its fourth "Trust Leader" "Dr. John" D'Ambrosio as President and Chief Executive Officer.

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Burroughs Shutter Company

Stan Burroughs, owner of Burroughs Shutter Company, based out of Murrells Inlet, SC has his company highly recognized by a large number of local building contractors as one of the area's leaders in Exterior & Interior Shutter sales & installations.

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Myrtle Beach Area Chamber of Commerce

Keep your local economy healthy! SHOP LOCAL! Myrtle Beach Area Chamber of Commerce encourages local residents to imagine the power of your money recirculating in our community! Create new jobs! Improve our streets, parks and schools, fund public safety, and more!!

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2017 Editorial Calendar

Schedule For Space Reservations & Material Close Deadlines – Review the six informative issues of Building Industry Synergy that will publish, mail out & be posted online in 2017.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

2016-2017 WINTER

PUBLISHER / EDITOR IN CHIEF

Sylvia Trembley

CONTRIBUTING WRITERS

Denise Blackburn-Gay, Michelle Cantey,
Rob Clemons, Kori Hippe,
Josh Kay, Susan Roush

CONTRIBUTING DESIGNER

Cindy Ziegler - Sheriar Press

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on the cover

Kevin Todd is seen visiting with Denice McCluskey in front of her home in Myrtle Beach, SC. Home owners can attest to Kevin's building skill. Denice and Shon McCluskey moved into their Forestbrook Reserve home this past August. They bought their lot in 2008, and when the time was right to break ground they made sure Kevin was still interested. Denice said, "We never considered using another builder." Denice said of working with Kevin, "He kept us informed regarding subs and making sure everything was lined up for each step." She continued, "If anyone is looking for a dependable builder who is going to be straight with what they can offer, they should talk to Kevin. He's a good guy – a stand-up guy. Everything was professional; he answers questions and he's accessible." Denice added another plus, "Kevin is local to the area, so he's got contacts and established relationships with others who are dependable and trustworthy."



Presidents Message

The year is winding to a close, but your HGHBA has a lot in the works for 2017. I'm going to outline one of the events below, but always remember you can get more information on the new and improved HGHBA website at www.myrtlebeachhomebuilders.org.

On March 17-19th and March 24-26th we are restarting a popular event with the HGHBA New Home Parade. This is an opportunity for our builders to show off their craftsmanship while marketing their homes and companies. 26,000 copies of Parade Plan Book will be distributed by The Sun News. Don't miss out on this great promotional opportunity! For information on entering a home and advertising in Parade Plan Book, please call Dee at 843-438-4124 ext. 2.

I'd like to encourage our members to consider signing up for a Committee in 2017. Our committees are the engines at the heart of many of the HGHBA's most important functions. The committees are also one of the best ways to make business contacts and see "old" friends. The 2017 committees will include, but are not limited to): Golf Tournament, Clay tournaments, Home Builders Care, Membership and Legislative committees. Being on a committee does not take a huge commitment of time, but the results can be extraordinary!

Finally, I hope everyone has a healthy and productive Fall/ Winter Season!

Rob Clemons, HGHBA President



Member Rebate Program *It Pays to Join the HBA*

Builders & Remodelers register to participate in the Rebate Program, File a Claim then receive a lump-sum rebate check. Builders and Remodelers big and small are eligible to participate, and it's FREE for members! In 2015, participating members earned an average of almost \$1,200, far exceeding membership dues expense.



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Building for the Future – Why be a Member of HGHBA?

Credibility: When you join the Horry Georgetown HBA you become a member of the state and national associations as well. These organizations have been around for more than 50 years and signal to the public that your company is committed to high standards and fair business practices.

Money Savings: Your HBA membership could be worth thousands! Being a HGHBA member means getting discounts on building materials, shipping, GM automobiles, office supplies and more. Your membership doesn't just pay for itself, it can pay you back.

Advocacy: The HGHBA, along with our affiliated state and national organizations, represent your interests before the community and government. Just in 2015, the HBA of South Carolina saved members \$355 million by supporting legislation that has a positive impact on the Home Building Industry and by working to reduce regulatory barriers.

Education: Professional development is vital to a business's success. HGHBA is dedicated to helping members grow their businesses and recognize the latest industry trends and regulations by offering education programs, free to HGHBA members.

Networking: HGHBA believes it is good business to do business with a member. Our annual events and general membership meetings make networking a priceless member-only advantage to you and your company!



Community Involvement: HGHBA takes pride in building a better community. During the year, members work together supporting numerous local charities and non-profits.

Marketing Opportunities: During the year HGHBA offers opportunities for you to feature your business to the community and the industry. Table Top Displays, Home Show and Home Improvement & Outdoor Living Show are just a few of the opportunities members enjoy.

Industry Resources: With HBA Membership comes knowledge and service at your fingertips. Need technical advice or resources to support your work? Our accessible, friendly and professional local, state and national staff is here to help.

Integrity: Membership provides you the satisfaction of knowing that you are supporting the industry that is supporting you! Join, participate and strengthen the integrity of your industry!

"Every man owes part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."
Theodore Roosevelt, 26th President of the United States



2017 NEW HOME PARADE RETURNS

From 1991 to 2010 the HGHBA's Annual "New Home Parade" was an extremely popular, successful event for our builder members to showcase their homes. Unfortunately, when homes sales were down, there were not enough new/ spec homes and new model homes to make a parade feasible. With inventory increasing and the housing market improving the HGHBA Board of Directors is ready to open the doors for a "New Home Parade" the weekends of March 17, 18, 19 and 24, 25, 26, 2017.

The HBA is looking forward to providing the homebuyer an opportunity to learn about the latest in home design, energy efficiency, green building, new home choices and so much more, while showcasing the "Best of the Best", our HBA Members.

Are you looking for a way to drive traffic to your newly constructed homes and communities, keeping in mind that selling the home is the Ultimate GOAL?



To obtain a New Home Parade registration packet, call the HGHBA office at 843-438-4124 ext. 2 or email dee.nesbit@hghba.com

Participating builders receive: A full page in the New Home Parade Plan Book featuring rendering, floor plan, directions and special features of the parade home published by The Sun News with over 26,000 circulation. Promotion of the Parade and distribution of Plan Book will also be available online. Multi-media advertising campaign including insertion (full run) of the Plan Book in The Sun News the week prior to the opening of the parade.



Three Memberships in One...Building Communities One Home at a Time!



Just Hit Refresh.

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

How many times have you looked at your brochure, your website or even your logo and thought it looked tired? If you think that, others may be thinking the same thing.

We have clients who approach us with the idea that in order to refresh their brand they need an entirely new logo. That's not necessarily the case. Sometimes things as simple as changing colors, the typeface or even altering the position of the graphic elements may do the trick.

Fourth quarter is a great time to refresh your marketing materials and set the stage for a new year. Along with your logo, take a look at your website, your brochure and any other collateral materials – even your forms. All of these speak volumes about your business and are important in building the brand. Yes, continuity is important.



With a brand 'refresh', you're not throwing the baby out with the bathwater. You are simply updating your look. You are retaining the brand equity that over the years your logo has

helped established. If you're thinking about refreshing your look, but you're not quite sure this is the right approach, here are some of the reasons businesses like yours are hitting 'refresh':

- You need to compete at a higher level in your marketplace or you are thinking about expanding your geographic territory
- Your overall brand no longer reflects who you really are
- A merger, acquisition, or change in ownership has occurred
- Your internal structure (your team members, and/or products or services that you sell) has changed
- You need to simplify and focus your message

When you have determined that rebranding should be your next strategic move, it is important to do the necessary research that will ensure that the choices you

make are sound. Take a close look at your firm, your clients, and your competition. Your goal is to have a clear understanding of your current brand perception and your competencies. This is often one of the hardest steps. As a business owner, you think you know the answers. You may have some insight, but the best way to determine brand perception is to ask others. Yes, this can be painful, but in order to rebrand you must understand your strengths and weaknesses. Ask key employees and if possible, hire an independent firm to conduct focus groups. The time and money spent will be well worth the investment.

Once you have determined your brand perception, you can use this knowledge to help you solidify your strategy. Along with your new logo, develop a positioning statement. In a few short words, this tells the general public what you are all about. It positions you in their minds. If you choose wisely, it will be a tagline that not only tells

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the story, but also is one that will be remembered. Make it short, make it catchy, and make it stick.

The final element in rebranding is to develop your brand building strategy – your blueprint for success. How will you launch it internally? How will you introduce it to your customers and beyond? Will you introduce it one fell swoop or gradually roll it out? All of these are questions you must answer. We know all too well. After several years, Marketing Strategies, Inc. is launching a

rebranding of its own. You'll see it in our logo, our positioning statement, and soon in our new website. Let us know what you think and let us know if we can help you rebrand your business.

Just hit 'refresh'!

Marketing Strategies, Inc. is a full-service marketing and PR firm offering an integrated approach to marketing, advertising, public relations, and interactive and social media. Recognized nationwide for

their award-winning print and digital campaigns and successful Public Relations strategies, they have twice received the nation's most prestigious public relations award, the Herbruck-Fritsche Award. In addition, they have been honored as "One of the Southeast's Ten Most Reliable Web Design Firms" for five consecutive years. For more information on Marketing Strategies, Inc. visit them online at www.marketingstrategiesinc.com or call (843) 692-9662. ■



2016-17 Calendar of EVENTS

DECEMBER

- 7 HBA of SC Executive Board Meeting
- 13 HGHBA Board of Directors Meeting

JANUARY

- 10-12 The International Builders Show in Orlando, FL
- 17 General Membership Luncheon

FEBRUARY

- 10-12 Home Show in the MB 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.



The 2017 HGHBA Home Show will be held in the Myrtle Beach Convention Center February 10th – 12th. The demand for exhibitor space in the show has continued to grow, so it is strongly suggested to call the HGHBA now to reserve your booth in the upcoming show.



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Home Automation & Security Across The Grand Strand

For building contractors and property management companies alike in Horry and Georgetown Counties, home automation, as well as security systems including camera surveillance and alarms is of primary importance to their customers. Many older homes and commercial properties that were not originally equipped with elevators or elevator installation capability may for many reasons now have a need for the use of an elevator. In this issue we will profile three companies that can assist with all of the above issues.

SECURITY VISION OF MYRTLE BEACH

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You have a group of the most experienced providers of residential and commercial security solutions providers right in your own back yard and you may not have even realized it. Michele Weissman,



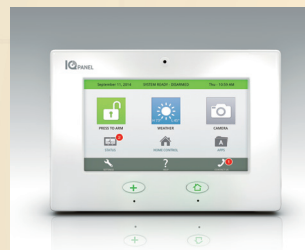
Security Vision of Myrtle Beach owner, Michele Weissman.

Owner/President of Security Vision of Myrtle Beach, a WBE-Certified business, is here to provide your business with the services and products you need for your residential and commercial security, fire and camera system applications, including the latest from Qolsys, Honeywell and more. Security Vision combines three decades of experienced professionals to bring you certified professionals that offer these qualifications and more to help you build your business and give your customers the peace of mind they deserve.

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The IQ Panel 2 by Alarm.com.

Snapdragon™ Quad-Core 400 processor that supports LTE Cellular, Wi-Fi®, Bluetooth®, on-board router, Android® and HD Display. What more could you or your customers ask for in their home or business security/automation device?

With Security Vision standing beside you, providing you and your customers with all their security solutions, including fire prevention, camera systems and home automation, what more can you ask for? If you are looking for experience and a company that knows and understands where the present and the future of security and home automation are, Security Vision is your answer.

For further information regarding Security Vision of Myrtle Beach, call (843) 839-4238, email Info@SecurityVisionMB.com, or visit www.SecurityVisionMB.com. ■

Build it smarter with security vision.

CAROLINA PNEUMATIC ELEVATORS

Lift Home Elevators Out of the Box

by Susan Roush

PLEASE SEE INSIDE FRONT COVER OF THIS ISSUE FOR MORE INFORMATION

Carolina Pneumatic Elevators brings an exciting home elevator option to the Myrtle Beach and Charleston areas. Pneumatic elevators offer an elegant, efficient, economical, and safe alternative to traditional shaft elevators.

Roger Porter started Carolina Pneumatic Elevators after thorough research for his new home. His partner and son, Scotty Porter, leads sales and marketing, and home builder Kevin Todd oversees installation and service.



(From left to right) Kevin Todd, Scotty Porter and Roger Porter with Carolina Pneumatic Elevators.

Roger explains the concept, “It runs off an air vacuum, which is very safe. If the power goes or anything fails, it gradually lowers to the next level and the door automatically opens.” Kevin added, “It is unbelievable, the mechanism. The elevators are extremely smooth; it’s like you’re floating.”

Scotty is enthusiastic about the design integration of pneumatic elevators. The structure has an anodized aluminum framework, in a selection of colors, with a clear polycarbonate curved cylinder and interior car that allows for a 360° view. Scotty knows that architects could emphasize coastal and marshland views using a pneumatic elevator as a unique focal feature. In pre-existing homes, adding a pneumatic elevator allows homeowners that can no longer handle stairs to stay in their home. Even



younger families get tired of going up two or three flights of stairs several times a day, not to mention toting groceries, laundry, or aging pets up even a single flight. Carolina Pneumatic Elevators can go up five stories, compared to other lifts that top out at two or three stories. The elevator’s sleek appearance is versatile enough to complement contemporary or traditional interiors.

Besides being stylish, Carolina Pneumatic Elevators are practical. Roger

said, “It’s very economical. You don’t have to dig a pit; you don’t have to have a power room. It’s simpler and more efficient, and it’s the safest elevator on the market. There is virtually no maintenance for 5,000 trips on this elevator, compared to annual inspections, minimally, on shaft elevators.” The biggest maintenance task is keeping the glass clean. After thousands of trips the pressure lining, which is related to speed

(Continued on page 14)



not safety, should be checked. These elevators use no electrical energy on the descent, which is another savings.

In terms of space efficiency, a traditional residential shaft elevator takes up about 25 square feet on each floor, compared to a 37" or 52" circumference for a two or three passenger pneumatic elevator. Three-passenger cars can accommodate a wheelchair. Kevin has a strong mechanical background, and he appreciates the two to three day installation process and the maintenance savings because there are no cables, chains or hydraulics subject to corrosion and wear. At the beach, it is a particular advantage that the electronic components [suction assembly] are at the top of the elevator keeping them safe from ground flooding.

For further information regarding Carolina Pneumatic Elevators call Scotty Porter at (843) 251-1086, Kevin Todd at (843) 333-5168 or email CarolinaElevatorInfo@gmail.com. ■

PREMIER SOUND SATELLITE & SECURITY, LLC

Offers Technology Solutions and Innovations for Your Home or Business

by Susan Roush

Premier Sound Satellite & Security, LLC, has been serving the greater Myrtle Beach area for over 14 years for residential and commercial audio, video and security. This past year they expanded to Charleston.

Builders, contractors, home owners



Premier Sound Satellite & Security owner, Rick Zajac.

and property management companies can rely on Premier Sound Satellite & Security. President Rick Zajac said, "We like to be the customers' one-shop stop where they can ask questions and we'll give them an honest answer. We're not going to sell something they don't need. Instead, we'll design what they want for what they can afford, and give them ideas." Having a single go-to source for audio systems, alarms, ambient controls, and other home automation needs is a real time-saver and ensures proper integration.

Products and services include surround sound, security systems, central vacuum, DIRECT TV service and installation, intercom systems, and the pre-wiring or retrofit wiring needed for Smart Home products. Whether a home owner is a technophile or tech-shy, Premier Sound Satellite & Security offers the knowledge, products, and support to address needs.

Rick noted, "Once you have all this cool stuff in your home, there's always going to be questions about how to make



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things work, and there can be glitches. We'll be there after the fact to make sure things work the way a homeowner expects." Premier Sound Satellite & Security has solutions for pre-existing technology as well. They recently updated a central vacuum system and resolved an issue with poor cell phone reception within a brick home that had dense attic insulation and a tile roof. Another recent specialty job included wiring a house so the player piano in the front room could be played throughout the home.

In his 20+ years in the business, Rick has seen plenty of changes in home automation. Premier Sound Satellite & Security stays on top of trends for homes and businesses. His favorite part is, "When you finish a project and the customer goes, 'Wow, this is awesome!' They're happy and everything looks great." He added, "We look forward to working with our customers, treating everyone as an individual, and getting referrals from other friends and family members."



Premier's team of office personnel and installation professionals in front of the Myrtle Beach, SC office located at 4859 Hwy. 17 Bypass South. (Just to the right of the Myrtle Beach Indoor Shooting Range).

Premier Sound Satellite & Security, LLC, has an A+ rating with BBB and is a proud member of the Horry Georgetown Home Builders Association.

For further information regarding Premier Sound Satellite & Security call (843) 213.1414, email

PremierSound1414@gmail.com or visit www.PremierSoundMB.com. The Myrtle Beach, SC office is located at 4859 Hwy. 17 Bypass South and the Charleston, SC office is located at 6541 Rivers Ave., suite B in North Charleston. ■

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Todd Home Builders, LLC

Making A Living... Not A Killing

PHOTO © CHUCK GEE

Kevin Todd (left) reviews a set of plans with Brian Todd (right) inside a new custom home being completed by Todd Home Builders off Hwy. 905 in the Conway, SC area.

Kevin Todd started his company 12 years ago, but in reality he started it as a boy. Kevin said, "My grandpa was a long-time carpenter and I worked with him for a lot of years – after school and summers – and it became a passion that I enjoy." He pursued the passion and got his residential contractor's license while still holding a full-time job. Like most everyone, Kevin felt the effects when the economy took a dive. Having weathered that, Todd Home Builders, LLC has recently finished a home in Myrtle Beach, and broke ground on a 4,800 square foot custom home in Little River. The company currently has two other homes underway in Conway.



PHOTO © CHUCK GEE

A spec home completed by Todd Home Builders in Conway, SC.



by Susan Roush

Kevin is forthcoming when he says, "I promise you, construction work in not easy work. I'm not a ride-around contractor pointing fingers. I get right in with them. If a guy's short, I'll fill in –

dig a ditch – I don't care, I'll do it all." Kevin added, "I've got a good group of guys that work with me; they've been with me 25 years. His best friend and head man, Mark Elvis, is a key person. Kevin said, "If I tell him what I need, I don't have to come back and check on him." Other tradesmen that Kevin relies on have been around as long as he; his plumber has 30 years of experience, for example.

Kevin Todd knows a few things about the trades. He said, "Typically people have one career. I pursued it all as hard as I could, and I have learned a tremendous amount over 25 years." As an example, he said, "I'm a machinist. When you run raw steel through a lathe and you make something out of it, that really is art. I've made a lot of amazing things on a lathe – a manual one – not a computerized lathe." He has dialed, threaded and bored parts by hand. Kevin is also a certified welder and has done everything from fabricating handrails to oversized buckets for heavy equipment. He is also an ASE certified



Kevin Todd and Todd Home Builders, LLC also handle the installation and maintenance for Carolina Pneumatic Elevators.

mechanic for heavy equipment and automobiles and has the innate ability to envision every piece of an engine internally and tell you its function. In home building he learned to do everything from the concrete up. Kevin said, "We use to build our own trusses by hand; you can't do that anymore

because they have to be engineered." Because Kevin has such a solid grasp of several trades, he stands firmly behind the quality of Todd Home Builders construction. "We leave no leaf unturned. When we walk away, we know a job has been done the way I would want it done for myself. I don't

PHOTO © CHUCK GEE



The residence of Shon and Denise McCluskey in Forestbrook Reserve in Myrtle Beach, SC. Todd Home Builders completed the construction of the McCluskey home in August 2016.

want anything left behind the plywood that I haven't seen, because it would worry me." The attention given to setting trusses illustrates this detailed mindset. Todd Home Builders sets the trusses, pulls a string on them, and planes them until they're all perfectly level. Kevin said, "Then when you put the plywood on them, it looks like the plywood has been laid on glass."

Roger Porter, who has built homes with Kevin in the past, said, "He's an experienced builder and skilled tradesman." He respects Kevin's talent to the point of having him head the installation and maintenance of home elevators for his new company, Carolina Pneumatic Elevators.

Home owners can also attest to Kevin's building skill. Denice and Shon McCluskey moved into their



The living room area in the McCluskey home. Shon and Denice were very pleased with the overall building experience with Todd Home Builders. "Kevin kept us informed regarding subs and making sure everything was lined up. If anyone is looking for a dependable builder who is going to be straight up with what they can offer, they should talk to Kevin. He's a good guy – a stand up guy. Everything was professional; he answers questions and he is accessible. Kevin is local to the area, so he's got contacts and established relationships with others who are dependable and trustworthy. Kevin is very good at figuring out solutions to things", says Denice.

PHOTO © CHUCK GEE



The kitchen in the McCluskey home.



The master bathroom in the McCluskey home.

Forestbrook Reserve home this past August. They bought their lot in 2008, and when the time was right to break ground they made sure Kevin was still interested. Denice said, “We never considered using another builder.”

Denice found a Craftsman style home she liked. “We modified the upstairs for my mother-in-law so that she has her own place.” The home is just over 3500 square feet. They went with a dark gray vinyl siding, accented with white trim,

black shutters, and stacked stones on the front porch columns.

Denice said of working with Kevin, “He kept us informed regarding subs and making sure everything was lined up for each step.” She continued, “If anyone is looking for a dependable builder who is going to be straight with what they can offer, they should talk to Kevin. He’s a good guy – a stand-up guy. Everything was professional; he answers questions and he’s accessible.” Denice added another plus, “Kevin is local to the area, so he’s got contacts and established relationships with others who are dependable and trustworthy. Kevin is really good with figuring out solutions to things; he either knows how to do it, or has the contacts to do it. It’s his reputation on the line too.”

Teresa and Bryan Todd, Kevin’s sister-in-law and brother, naturally went with Todd Home Builders for their new home. When asked why others should consider using them, Bryan candidly



A spec home completed by Todd Home Builders in Conway, SC.



A custom home completed by Todd Home Builders, LLC on Hwy. 905 in the Conway, SC area.

PHOTO © CHUCK GEE

admitted, “It’s hard not to be biased in my opinion.” Teresa immediately gave three reasons, “Kevin’s honest and hardworking and he’s hands-on in the process.” Bryan added, “If a sub needs a hand, whether it’s a wall or shingling, Kevin will do it; he doesn’t let the process come to a standstill.”

Building a new home can have its ups and downs. In Bryan and Teresa’s case they laughed that the worst part was getting all the paperwork together for the bank. Teresa said, “I like seeing it come together. You can’t really wrap your mind around it until you see it.” Teresa found several plans online that she liked and had a local architect merge them into one custom plan. Their house is being built off Hwy. 905 on the family farm. The exterior has the look of older homes in downtown Conway and Loris with an updated interior. Bryan, whose trade is heat and air, also learned plumbing and electrical work from his dad. The build is a family project with Kevin as the General

Contractor. Bryan said, “I gave Teresa the hardest job – that’s picking out everything.” They hope to celebrate Thanksgiving in their new home.

Meanwhile, the McCluskey’s home was put to the test with Hurricane Matthew. Denise said, “The worst thing that happened was the vinyl privacy fence came down, and that company took

care of it the following day.”

Kevin values the reputation of Todd Home Builders and the positive word-of-mouth needed to continue growing. He said, “I really enjoy it. I don’t build a house to make a killing, I build a house to make a living.”

Todd Home Builders, LLC also handles remodeling and restoration. ■



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2016 Was A Great Year For Local Economic Growth!



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

MYRTLE BEACH

REGIONAL ECONOMIC DEVELOPMENT

CATCH THE RISING TIDE

The Myrtle Beach Regional Economic Development Corporation is tasked with the recruitment and retention of business and industries throughout Horry County, which maintain and produce high-quality jobs for the citizens of Horry County.

Since 2012, the MBREDC has assisted private businesses with the announcement of over 1,600 jobs. Many of these businesses continue to grow and expand, including, but not limited to, **Frontier Communications, Workman Cycles, Laudisi Enterprises, Accent Stainless Steel, StarLife Safety, and Startek.**

2016 was a great year for economic growth in Horry County! The MBREDC assisted four businesses in their expansion or relocation plans, announcing over 320 full



An independent local marketing agency, *Banton Media*, expands operation adding 30 full-time employees over next 5 years.

time jobs and the investment of almost \$5 million in capital expenditures over a 5-year period.

Announcements thus far in 2016 include:

- **Frontier Communications** added 37 full-time jobs to their current operations.
- **Executive HeliJet** expanded their operations at the Myrtle Beach Airport and is planning to add an additional 75 full-time employees to their organization over the next 5 years.
- **Kingman Airline Services**, based out

(Continued on page 22)



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of Kingman, Arizona is adding an east coast operation for their aviation customer base at the Myrtle Beach Airport and plans to employ 180 full-time employees within the next 5 years.

- **Banton Media** is expanding their current Horry County operations while adding an additional 30 fulltime employees to help manage their growth over the next 5 years.

The MBREDC staff continues to actively and aggressively market all of Horry County to prospective industry and business executives. Additionally, we work closely with all our existing industries to ensure Horry County's business



Kingman Airline Services adds Myrtle Beach International Airport east coast operation projecting 180 full-time jobs over the next 5 years.

environment is conducive to their long-term vitality and growth.

The MBREDC is a public-private partnership. Our success is dependent upon the support of private businesses. I would encourage all Horry County businesses to evaluate investing in the MBREDC and allow us to show you the high return-on-investment we provide to you through direct interaction with our membership as well as improving the overall economic well-being of Horry County. Feel free to reach out the MBREDC anytime at (843) 347-4604 or visit our website at www.mbredc.org.

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BBB Of Coastal Carolina Welcomes New President & CEO

by Michelle Cantey, *BBB Board Chairman*
Better Business Bureau Serving Coastal Carolina

On November 1, 2016, the Better Business Bureau of Coastal Carolina welcomed aboard its fourth "Trust Leader" 'Dr. John' D'Ambrosio as President and Chief Executive Officer.



BBB Board Chair Michelle Cantey (right) welcomes BBB's new "Trust Leader" John D'Ambrosio, President and CEO to staff November 1, 2016.

For more than three decades, Dr. John led the Orange County Chamber of Commerce in Orange County, New York. During that time, Dr. John consolidated its two major chambers into one viable community organization; worked closely with the Port Authority; housed a disaster recovery center in the Chamber for small businesses; and, served as an advocate for the lowering of employer's worker compensation rates by more than 20 percent. Throughout his career, he has worked closely with the military (as does the Better Business Bureau with its Military Line) through efforts with the Base Realignment (BRAC) program and the NY Air National Guard.

His business initiatives and career accomplishments are numerous including development of one of NY's most successful entrepreneurship assistance programs; actively promoting women and minorities in business; encouraging young professionals; and, setting up strategic partnerships with fellow not-for-profit organizations.

"The BBB Board of Directors is proud to have someone of Dr. John's caliber, experience and proven leadership joining our BBB family," said Michelle Cantey, BBB Board Chair. "He will keep our team focused on our mission while developing effective strategies for our future. Consumers, and businesses alike, are often inundated with information that needs to be substantiated, ethical businesses identified and unbiased data distributed – the Better Business Bureau IS that resource."

Dr. John hopes to blend the best of

both worlds with his Chamber leadership and the BBB. Retired in 2014, Dr. John moved from Orange County to Pawleys Island with his wife Marilyn. During his retirement, he enjoyed his woodworking business and golf but says he really missed being able to help organizations, especially non-profits. "This is exactly what I wanted to do – help a non-profit, help the business community and serve the public – that's the BBB all rolled into one," Dr. John said smiling. "The BBB is a valuable organization for both consumers and businesses. I'm looking forward to my role in sharing all that's great about the BBB with our communities and Accredited Businesses."

BBB's service area consists of 15 counties: Horry, Georgetown, Williamsburg, Dillon, Darlington, Florence and Marion Counties in South Carolina; and, Bladen, Brunswick,

(Continued on page 24)

An advertisement for Palmetto Brick Company. The background is a brick building. In the foreground, there is a brick truck and a brick store. The text reads: "Palmetto Brick Company Quality Brick and Exceptional Service Since 1919". A speech bubble says "Formerly Known as Waccamaw Brick". The main headline is "So Much More Than Just Brick!" followed by "MANY LANDSCAPING HARDSCAPE & STONE OPTIONS TO CHOOSE FROM". The website is "www.PalmettoBrick.com" and the address is "305 Greenleaf Circle • Myrtle Beach, SC • 843.236.2121". Social media icons for flickr, f, houzz, and Pinterest are shown. The logo for Horry Georgetown Home Builders Association is in the bottom right.

Columbus, Cumberland, New Hanover, Pender, Robeson, and Sampson Counties in North Carolina.

“We encourage consumers and businesses of any size to reach out to us and learn more about the BBB. We are advocates of any business who practices integrity, ethics and trust,” Dr. John said. “In our community visits, we plan to discuss how our programs and training can be of greater benefit to local businesses.”

Anyone in the business community who wants to know more about the Better Business Bureau and its benefits for

accredited members may speak with Dr. John at the BBB office, 1121 Third Avenue, Conway, SC. He also may be reached by email at jdambrosio@coastalcarolina.bbb.org.



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BURROUGHS SHUTTER COMPANY

The Open and Shut Case for Choosing Burroughs Shutter Company for All of Your Shutter Needs

by Susan Roush

PLEASE SEE PAGE 3 OF THIS ISSUE FOR FURTHER INFORMATION

Burroughs Shutter Company, LLC has been serving residential and commercial clients for their interior and exterior shutter needs for 17 years. Conway native Stan Burroughs, founder and president of the company, attributes their success and longevity to building and maintaining strong relationships through excellent customer service. For the past 12 years Matt Burroughs, Stan's nephew, has been an integral part of this family-run enterprise sharing the business vision and sales responsibilities. As Matt said, "Burroughs Shutter Company is committed to providing the best products, service, and experience for every customer."

Providing the best to customers means having the expertise to install, and maintain, a variety of shutters, and having the drive to keep up with new product development. Perry Asseff heads the team of installers, who understand the importance of the correct fit regardless of shutter style or purpose. They are also equipped to make repairs and maintenance calls on all types of shutters. The installers are local to Horry and Georgetown Counties.

homes and businesses boarded up with plywood in advance of a hurricane. It's not the best look, not to mention the cumbersome labor involved. Plus, safety tests have shown that plywood is no match for hurtling projectiles. Builders, home and business owners can rely on Burroughs Shutter Company to advise them on options to suit their structure and budget.

Two popular exterior shutters that are both decorative and functional are Bahama shutters and Colonial shutters. Bahama shutters hinge at the top, can withstand hurricane weather due to the extruded aluminum fabrication, and offer flexibility for controlling the interior amount of light and privacy. Colonial Shutters hinge at the side

and are highly customizable for style, color, and choice of material. They also provide protection from storms when closed and locked down.

For hurricane protection and security, the accordion shutter has long been a standard bearer for homes and businesses. Rolling shutters (up and down) are also a good option for weather protection as they have been tested to wind loads of 140MPH. They have the added benefit of

(Continued on page 26)



Burroughs Shutter Company owner, Stan Burroughs, in front of the Pawleys Island branch of South Atlantic Bank. Burroughs Shutter Company installed Bahama Shutters at this location. Stan enjoys handling commercial projects as well as residential.



Burroughs Shutter Company installed Roll Down Shutters and Bahama Shutters to this Garden City Beach home.

Some of the biggest exterior advances have come in hurricane protection shutters. We have seen TV footage of



Burroughs Shutter Company installed Colonial Shutters and Bahama Shutters to this Garden City Beach ocean front home.



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energy conservation, noise reduction, and security against home invasion. The motorized version can have remote or manual controls.

As an alternative to metal shutters, Burroughs Shutter Company offers hurricane fabric shield panels and Lexan panels. These panels are lightweight and easily installed when storms come; they also can be easily stored. Another attractive and durable option are Tapco Hurricane and Security screens.

For interiors, Plantation shutters remain a favorite window treatment because of their classic good looks and versatility to complement a variety of home styles. Custom Plantation shutters



Matt Burroughs has been an integral part of Burroughs Shutter Company for the past 12 years. Matt is seen here with a customer inside a home in Murrells Inlet where Burroughs Shutter Company installed Plantation Interior Shutters. The Interior Shutters side of the business has picked up over the past few years.

potentially add to the resale value of a property, not to mention enjoying their overall appeal.

In short, Burroughs Shutter Company sells, installs and services all types of shutters for homes and businesses. Burroughs Shutter Company is based in Murrells Inlet, SC and serves the greater Grand Strand area, extending to Charleston and Wilmington. The company is

BBB Accredited.

For further information regarding Burroughs Shutter Company call (843) 651-3626, email BSC.Stan@gmail.com or visit www.BurroughsShutterCompany.com. ■



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by Kori Hippe, *Myrtle Beach Area
Chamber of Commerce, Membership Marketing Manager*

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(Continued on page 28)



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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, or stop by our office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



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