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- The Significance Of Economic Development On The Grand Strand
- Attorneys & Accountants in Horry County – Their Significance To Our Area
- HVAC / Plumbing Contractors – Premium Service To Local Property Managers
- History of Horry / Georgetown – The Progression Of Travel
- MB Area Chamber of Commerce – Benefits Of Membership
- Bathrooms / Bathroom Design

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Dawol Homes

Customer Satisfaction - Our Primary Concern

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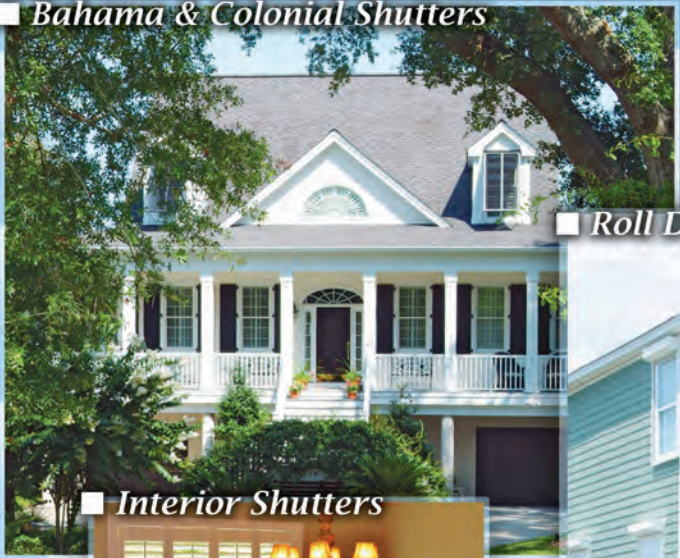


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Home Builders Association of South Carolina (HBASC) Announces Thomas N. Bagnal Builder Member and Associate of Year Awards

On Monday, August 4th at the annual Celebration of Excellence the HBA of SC will award Jimmy Thompkins, president of Thompkins Construction Company and Raymond Goodman, market manager for 84 Lumber Company with the Thomas N. Bagnal Builder Member of the Year and HBA of SC Associate of the Year awards. These are two of the most prestigious HBA of SC awards. Both awards are given to individuals who demonstrate the same qualities as the awards namesake, Thomas N. Bagnal. These qualities include tireless service to their community, the Home Builders Association (HBA) and the home building industry.



2014 Thomas N. Bagnal HBA of SC Builder Member of the Year award winner, Jimmy Thompkins with Thompkins Construction Company.

Jimmy Thompkins will be honored for his tireless dedication to the home building industry and the HBA. Jimmy has been a member of the Horry-Georgetown HBA since its inception in 1969 and is recognized as one of its founding fathers. Jimmy started Thompkins Construction Company in 1958 and has continued to successfully apply his trade since. Jimmy has served as President of his local association and on the Boards of both the Horry-Georgetown HBA and the HBA of SC and is widely recognized as a community leader.

According to many of his peers, Jimmy is a highly regarded home builder and member of his community. Rose Anne

O'Reilly, Executive Director of the Horry-Georgetown HBA calls him, "an asset to the entire industry and his community. Jimmy exemplifies the title 'Thomas N. Bagnal Builder Member of the Year' for his efforts as a builder, member of our association, community volunteer and friend."



2014 Thomas N. Bagnal HBA of SC Associate of the Year award winner, Raymond Goodman with 84 Lumber.

Raymond Goodman has been an ardent supporter of the home building industry and a member of the HBA of Horry-Georgetown for more than 10 years. He serves on multiple committees and on the Boards of the HBA of Horry-Georgetown, HBA of SC and the National Association of Home Builders. Raymond

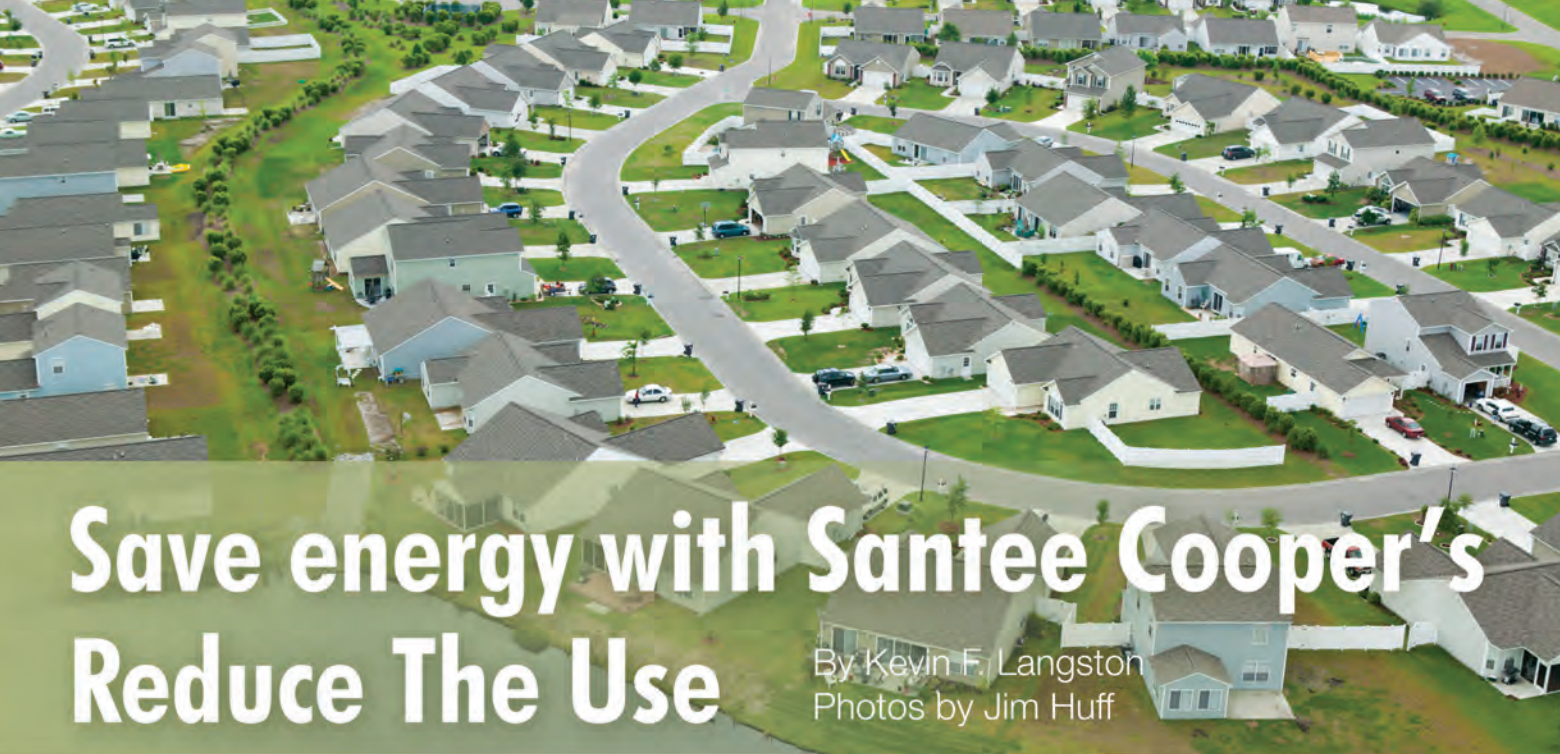


has also been an active leader in his community. Raymond's fervent support of the home building industry and the HBA is evident in his actions and support.

According to Rose Anne O'Reilly, Executive Director of the Horry-Georgetown, "I believe that Raymond wakes up every morning with the goal to work toward the benefit of our community, industry and association and he purposely strives toward that goal every day. Raymond has quietly, but consistently served our association for more than a decade, and has become a valuable member of our association's leadership team."

The HBA of SC commends both men on their commitment to the home building industry and to their community.

The Thomas N. Bagnal Builder Member of the Year and HBASC Associate of the Year awards will be presented at the Celebration of Excellence on Monday, August 4, 2014 at the Westin Hilton Head Island Resort and Spa. Tickets for this event are on sale now at the Home Builders Association of South Carolina. For more information, call 803-771-7408 or visit www.hbaofsc.com. n



Save energy with Santee Cooper's Reduce The Use

By Kevin F. Langston
Photos by Jim Huff

Summer is upon us, and summer's heat brings the potential for higher energy use. Santee Cooper is committed to helping customers reduce their use of electricity, which is good for the environment and good for customers' wallets.

Educating customers on energy use and efficiency is not new for Santee Cooper, but these efforts were reaffirmed in 2009 with the launch of the comprehensive Reduce The Use rebate and loan program.

For residential customers, the Reduce The Use Smart Energy New Homes program offers rebates to homebuilders who construct homes that meet specific efficiency requirements, and the Smart Energy Existing Homes program offers energy evaluations, rebates and low-interest financing for recommended efficiency improvements to homes already built. For commercial customers, Reduce The Use provides rebates for qualifying upgrades in areas like lighting, HVAC, building envelopes, and other systems.

Santee Cooper Energy Advisors work one-on-one with customers throughout the process, from recommending efficiency upgrades to helping customers with the paperwork. Energy Advisors can also help commercial customers find a more customized rebate option that best suits their business and can save money on energy costs.



Santee Cooper is on pace to achieve the goal of 209 million kilowatt-hours saved per year.

Customers electing to make Reduce The Use improvements to their home or business will need to choose a Santee Cooper Trade Ally to complete the work. Trade Allies are contractors and professionals who are qualified to work with customers through the process of making the prescribed improvements and submitting the required documentation to your Energy Advisor. Visit www.reducetheuse.com for complete program details and contact information for Trade Allies.

Only Santee Cooper customers are eligible for Reduce The Use rebates and loans, but the utility's energy-saving tips are for everyone. Most recommendations are simple and low cost, like replacing air filters or replacing incandescent light bulbs with compact fluorescent light (CFL) bulbs or light emitting diodes (LEDs). Santee Cooper also regularly offers savings tips and other information on Reduce The Use on our social media sites.

santeecooper.com/blog
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Santee Cooper recently partnered with EnergyEarth to offer free, online home energy audits at www.santeecooper.com/energyearth. By answering a few questions, consumers will learn about ways to improve their home's efficiency, which can save energy and money.

A well-informed consumer typically stretches their dollar further, and the same can be said for the well-informed electric customer. Santee Cooper's Reduce The Use program provides the tools to stretch those dollars even further. Learn more at www.reducetheuse.com.

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Awards

On Monday August 4th at the annual HBA of SC State Convention, Jimmy Thompkins with Thompkins Construction & Raymond Goodman with 84 Lumber will receive the prestigious Thomas N. Bagnal Builder Member of the Year & HBA of SC Associate of the Year awards.

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Reduce the Use

Santee Cooper's 'Reduce The Use' rebate & loan program.

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HBA Membership

Our local HBA is always working to save building professionals money & approve legislation that promotes the best building practices.

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2014 HGHBA Calendar

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What is Economic Development?

Economic Development – What does this mean to our community?

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Bathrooms

The significance of good bathroom design & remodeling. What this can mean in terms of ROI. Feedback from our local professionals.

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2014 HGHBA Home Improvement & Outdoor Living Show

The 2014 Home Improvement & Outdoor Living Show is coming to the MBCC September 12th-14th. Reserve your space now.

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Synching History

The history of Horry & Georgetown Counties. From ferries, to trains, to automobiles; the progression of travel across the Grand Strand in the last 200 years.

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Law & Accounting

Attorneys and Accountants are in high demand across the Grand Strand with all of the financial transactions necessary to conduct business in our local building & real estate market.

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Dawol Homes

Customer Satisfaction - Our Primary Concern

David Wolons (President) & Rob Clemons (VP of Dawol and the HGHBA) have established Dawol Homes as one of the leaders in the new construction market in Horry & Georgetown counties.

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HVAC & Plumbing

The significance of our premier HVAC & Plumbing companies across the Grand Strand. Premium service is crucial to the day to day operations of local property management companies.

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The Myrtle Beach Area Chamber of Commerce

Benefits of membership.

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Can You Feel the College Football?

The 2014 college football season is just around the corner and there is a lot of excitement between the Coastal Carolina, South Carolina & Clemson fan bases all across the Grand Strand. 2014 Schedules

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Bathroom Design

The design professionals at CRG Companies discuss the latest trends in bathroom design including functionality, aesthetics & efficiency.

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on the cover

Dave Wolons, a certified Master Builder, founded Dawol Homes in 1996. Dave, along with Rob Clemons, VP of Dawol Homes & 2014 VP of the HGHBA, enjoy visiting with Warren (far left) and Lorraine Walters (far right) in front of their home in Plantation Lakes, built by Dawol Homes. Dave Wolons is shown 2nd from the left and Rob Clemons is shown 2nd from the right.

COVER PHOTO © CHUCK GEE



HBA Membership – A Solid Return On Your Annual Investment

By Harry Dill
2014 HBA of SC President

I would like to share the results of a phone call the HBA received from a S.C. builder recently. The builder was quite angry and adamant about how the HBA had cost him almost \$14,000 last year alone. The builder irritably stated that while he was at the county assessor's office he saw that the builder standing in line in front of him was receiving discounts for multiple lots and when he questioned the assessor on the discount, he also found out about the exemption on property tax for newly constructed unoccupied single-family homes and permit extensions, which he could have benefitted from. When the builder asked why he hadn't heard of those discounts and extensions, the assessor told him to talk with the HBA since they were responsible for implementing them. The builder immediately called the HBA and demanded to know why the HBA didn't make him aware of the options that could have saved him a great deal of his money.

When the HBA staff member asked him if he was a member of the HBA, he quickly responded that he, "never thought there was any value joining the HBA." I guess he found more than 14,000 reasons.

The HBA's mission is to help keep your business up and running through our involvement in government and regulatory

agencies. Our members are given consistent and timely information so they know what's going on locally, statewide and nationally. In 2013, the HBA of SC Government Relations Program generated a high rate of return for the members of our state totaling \$515 million! For every \$1 invested in HBA

(Continued on page 8)



The Horry Georgetown Home Builders Association office is located at 728 Hwy. 501 East in Conway, SC. The office is the last building on the left facing 501 Bypass, just before Busbee Lake entering Conway.



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(Continued from page 7)

dues, members received a \$37 return, which is recurring savings.

The HBA influences government on all levels. Our goal is to protect affordable housing and to stop needless regulatory costs, which ultimately trickles down to everyone. Our Association has made a difference in your livelihood by actively safeguarding several issues that are important to you including; reasonable and safe building codes without mandatory residential fire sprinklers, protecting against faulty construction liability claims, tort reform, a reduction of unemployment insurance premiums, tax breaks on new construction and the defense of a multitude of regulatory issues such as septic tanks, storm water, lead paint, wetlands, etc..

Your membership and involvement in the HBA also has an impact in your community.

Home building generates substantial economic benefits for S.C., including income and jobs for residents of the state, and revenue for the state government and local governments within the state. The National Association of Home Builders (NAHB) has developed a model to estimate these economic benefits.

This model captures the effect of the construction activity itself, the ripple impact that occurs when income earned from construction activity is spent and recycles in the state's economy and the ongoing impact that results from new homes becoming occupied by residents who pay taxes and buy goods and services produced within the state. In order to fully capture the positive

impact residential construction has on a state's economy, it is important to include the ripple effects and the ongoing benefits.

S.C. is projected to build 20,000 single-family homes in 2014. The estimated economic impact is at least:

- **\$3.2 billion in income for South Carolina residents,**
 - **\$690.2 million in taxes and other revenue for the state and local governments in the state**
 - **57,120 new jobs in South Carolina.**
- Additionally, annual recurring impacts of building 20,000 single-family homes in South Carolina include:
- **\$554.2 million in income for South Carolina residents,**
 - **\$203.2 million in taxes and other revenue for the state and local governments in the state**
 - **11,284 new jobs in South Carolina.**

These are ongoing, annual local impacts that result from the new homes being occupied and the occupants paying taxes and otherwise participating in the state economy year after year.

You should be proud of your profession and HBA for what it provides to your family, community and state. If you know of someone who makes their living in the construction industry, but is not a member ask them why. Keep our industry strong and ask that they join the HBA today to make sure they have a job tomorrow!

For further information regarding your local Horry Georgetown Home Builders Association please call (843) 438-4124 or email rao@hghba.com. n



Rose Anne O'Reilly has served as executive vice-president of the Horry Georgetown Home Builders Association for over 35 years. Our community has been very fortunate to have Rose Anne at the helm. Her dedication to continually looking after our local building industry's best interest is second to none. Shown here is Rose Anne's home away from home. Countless hours are spent here running what BIS believes to be one of the top, if not the top local association in the state of SC year in and year out.

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2014 Calendar of EVENTS

AUGUST

- 2-5** HBA of SC State Convention in Hilton Head, SC: Master Builder Education Classes, Builder & Associate Of The Year Awards, SC Builders Hall Of Fame Induction
- 7** Golf Tournament / Cook Out – Legends Golf Course in MB
- 12** HGHBA Board of Directors Meeting

SEPTEMBER

- 12-14** 2014 Home Improvement / Outdoor Living Show in MBCC
- 24** HBA of SC Executive Board Meeting

OCTOBER

- 21** General Membership Luncheon in Rioz: Speaker – Brad Dean with the Myrtle Beach Chamber Of Commerce

NOVEMBER

- 13** Fall Clay Tournament at the Backwoods Quail Club
- 18** General Membership Luncheon Meeting in Rioz

DECEMBER

- 10** Professional Remodelers Council Meeting
- 16** HGHBA Board of Directors Meeting

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



Kristen Millar (far left) with the Myrtle Beach Regional Economic Development Corporation is inducted into the Horry Georgetown Home Builders Association (HGHBA) by 2014 Associate Vice President, Jill Marshall (middle), and 2014 president, Eddie Friend (far right) at the June 17th meeting in Rioz.



Sylvia Trembley presents an overview of Building Industry Synergy and the mission statement 'A Business To Business Resource Promoting Community Growth' at the May 20th meeting in Rioz.



George DuRant, Strategic Marketing Director with the Brandon Agency, gives a presentation on Marketing Evolution at the June 17th meeting in Rioz.



HBA of SC 2014 Associate of the year, Raymond Goodman with 84 Lumber, discusses the upcoming HGHBA golf tournament and cookout scheduled for August 7th at Legends Golf Course in Myrtle Beach, SC.



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What is Economic Development and Why is it Important?

by Morgan Dendy
MBREDC Director of Marketing
& Public Relations

What is Economic Development?

Economic development is simply defined as the progressive efforts taken by area leaders to grow, enhance, protect, sustain and diversify their community and the local economy.

Successful economic development takes community buy-in. We often say economic development is a team sport. That could not be more true! From community and financial support to recruitment efforts and workforce development, success in economic development is dependent on partnerships



The MBREDC is focused on keeping our local graduates here in Horry County. In order to accomplish this task it is important to continually promote and implement workforce development and bring industry growth to the Grand Strand area. Graduates of Coastal Carolina University are shown in this photo.

in both the public and private sectors.

Through a clear vision, quality leadership and determination, community leaders and the Myrtle Beach Regional Economic Development Corporation (MBREDC) are focused on two primary goals:



- 1) To attract, retain and grow sustainable businesses that create jobs in Horry County.
- 2) To diversify the local economy with industries like advanced manufacturing, aerospace, corporate headquarters and technology.



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The MBREDC Board of Directors including Fred Richardson (Chairman), Ebbie Phillips (Vice Chairman), Doug Wendel (Past Chairman) & Neyle Wilson (Treasurer).

So, why Economic Development Is Important?

Economic development is important for a lot of reasons. Primarily because it creates good job opportunities for locals and helps improve the overall economic well being of the community.

There are currently 110,000 people in the Horry County workforce, with more than half of those people making \$10 per hour or less. We have the lowest average wage MSA in the country. Much of that is due to the fact that the Grand Strand has always been a tourist and service industry based community. But we have the potential for a lot more.

Look at cities like Charleston, SC and Savannah, GA, who are successful in tourism and hospitality, but have also been able to capitalize on industry growth in areas like aerospace, biomedical, manufacturing and more.



The Metglas, Inc. facility in Conway is a perfect example of how many of the individuals that now make up the MBREDC worked to bring more jobs to Horry County in the recent past. Metglas, located, within the Atlantic Industrial Center in Conway, is the world pioneer in the development and commercialization of amorphous metal.

The MBREDC and our predecessors have worked to help diversify the economy by recruiting companies in targeted industries such as aerospace, advanced manufacturing, technology, call centers, corporate headquarters and more. These efforts have created thousands of jobs and built the foundation for opportunities that will help grow and sustain our community for many years to come.

We Are Putting Horry County Back To Work, One Job At A Time. Industry growth is on the rise and the Grand Strand community has a very bright future!

For more information on how to become a member of the MBREDC and job support creation, call 843-347-4604 or visit us online at www.mbredc.org. n

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by Sarah George, APR

Bathrooms: The Number One Home Improvement Project For ROI

Of all the rooms in a home, the bathroom is one of the spaces with the highest traffic. The constant use and moisture contributes to the breakdown of the major components over time, which is why on average a bathroom needs a makeover every twenty years or so. Fortunately, according to the Wall Street Journal a bathroom remodel is rated as the number one home improvement project you can do for overall return on investment.

Easton Industries

In 2014, Easton Industries is proudly celebrating 40 years of providing quality products and services for builders, real estate professionals and the public in Myrtle Beach and surrounding areas. Tom and Michelle Raub, Myrtle Beach locals, purchased Easton Industries in June of 2013 and are enjoying their part in continuing to serve the community with a successful and forward thinking business. Easton Industries offers a



Easton Industries owners' Tom & Michelle Raub in their Myrtle Beach showroom.

wide range of products and services, including custom design, manufacturing and installation of unique cultured stone products, specifically Eastonite (cultured granite), cultured marble and cultured onyx, all of which beautifully complement any kitchen or bathroom remodel or new construction project. Best of all, everything is custom built onsite in their 13,000 square foot facility so they can easily and quickly respond to the needs and special requests of customers.



One of Easton's most popular services is its Bath Transformers service line, which is perfect for customers renovating an old bathroom, updating, or building a new one. From full walk-in shower transformations, to custom designed whirlpool tubs, shower walls, shower pans,



wainscoting and vanity tops, Bath Transformers offers a true niche in bathroom remodeling and new construction. "We are encouraged by the growth of Bath Transformers and are seeing an increased demand for walk-in shower transformations and low-maintenance shower pan and shower walls," says Michelle Raub. "We can deliver." Easton Industries also has a full-service Show Room with Design Professionals offering decades of experience, who are ready to help customers quickly, easily understand their choices and work within their budgets.

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Longley Supply

Of all the rooms in a home, the bathroom is one of the spaces with the highest traffic. The constant use and moisture contributes to the breakdown of the major components over time, which is why on average a bathroom needs a makeover every twenty years or so. Fortunately, according to the Wall Street Journal a bathroom remodel is rated as the number one home improvement project you can do for overall return on investment.

A local veteran in the industry is Longley Supply Company. Founded in Wilmington, NC, in 1906, the company now has ten branches, mostly in North Carolina and one branch in South Carolina serving the Grand Strand area. They have a broad local inventory of bath and kitchen, plumbing, electrical, and heating and air conditioning products from over 250 manufacturers and the products are made for use in residential, commercial and industrial applications.

In 1946, the Longley Supply Company opened their Myrtle Beach location, which was the company's second location and it now has a full showroom and warehouse. General Manager of the Myrtle Beach location, Bobby Hipp says, "Day to day customers and the



The Longley Supply Company showroom and warehouse is located at 1550 Hwy. 501 in Myrtle Beach.

average remodeler are very aware of the green initiative and it's taking a lot of the education process out of play. We can get right down to assisting with the customers overall selections, usage and what's going to be the best fit for them. It's very refreshing how informed most of our customers seem to be."

Longley Showroom Consultant and Certified Aging In Place Specialist (CAPS), Trisha Hogan, has a long successful history with the company. "We want our customers to know we can help them transform average bathrooms into magnificent bathrooms seamlessly", says Trisha.

Another bulk of the Longley Supply Company business is in accessibility. As the population ages, many people need barrier free showers, wheelchair accessible sinks and other such devices. But Longley Supply has proven time and time again, accessibility doesn't have



Longley Supply Company general manager, Bobby Hipp and showroom consultant, as well as Certified Aging In Place Specialist (CAPS), Trisha Hogan, in their Myrtle Beach showroom.

to be an institutional look. "We offer accessibility with flair," says Hipp. The company keeps a Certified Aging in Place Specialist (CAPS) on staff with the training and knowledge to address each individual's needs and circumstances.

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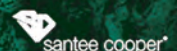
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Established four years ago, Brady Glass Solutions specializes in residential and commercial glass repair and replacement as well as other services including custom mirrors, shelving, patio doors, shower doors, glass tops and insulated windows.



Brady Glass Solutions owners' David & Toshia Brady.

Owners, Toshia and David Brady, have noticed recently it is not new construction keeping them busy, but customers who want to enhance existing homes and renovate their bathrooms. "The trend is to want a frameless look so customers are going from shower curtains to shower doors and doors are becoming less and less metal and more glass so they appear seamless," says Toshia Brady. Seamless glass shower doors are a simple upgrade which increases the value of your home and adds a touch of luxury. Toshia



attributes the growing trend to the decreasing cost of seamless doors. "Seamless doors are only slightly more than standard sliding doors or the alternative, whereas a few years ago it was double the cost," she says. Though the initial investment may be greater, seamless glass doors actually work out to be less expensive than framed shower doors in the long run. They are more durable, can easily be cleaned and will hold their look and value for years.

With a showroom and warehouse located in Myrtle Beach, Brady Glass Solutions prides itself on not being a large corporation. When you call the business, you speak to either Toshia or David. This

cuts out any unnecessary checking of answers or other delays that can occur with larger companies. Toshia says, "People look up to David to help them solve problems. Whether it is a door, storefront or window, David can draw, fabricate and install it. He truly knows what he is talking about, which earns him respect from employees, customers and other individuals in the industry alike."



The Brady Glass Solutions' warehouse where the glass for many of the jobs is fabricated prior to installation.

Investing in home improvements makes sense in most cases and homeowners should do their homework, plan a budget and determine what type of changes they want to make. Whether you are looking to overhaul their bathrooms or just wanting to replace a few components at a time, there are several experienced companies in the area who can help with anything consumers may be looking for. n

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2014 Home Improvement & Outdoor Living Show

The HGHBA is proud to announce that its "fourth" Annual Home Improvement & Outdoor Living Show will be held September 12-14, 2014 at the Myrtle Beach Convention Center.

With people staying in their homes longer, they want to improve their lifestyles by installing pools, building outdoor living/grill areas, adding decks, patio's, water features, outdoor lighting, sprucing up their landscaping – all the things that will make their home more enjoyable.

Homeowners are also looking for ways to be more energy efficient. Replacing old HVAC units, adding insulation, new doors

and windows, energy efficient appliances, the list goes on and on....

This Show will allow you to take your product or service to the people that have a need for what you have to offer!

- People will come to the Show because they want to connect with people – not companies! Business is won or loss because of relationships.
- People will come to the Show because they want to learn about the latest cutting edge products and services.
- People will come to the Show because they want to see, touch, shop, compare and buy.

Consumers will come to the Show because they can find it all in one place! They'll see hundreds of home remodeling, decorating and outdoor living ideas come to life. People cannot shake hands with a computer. Despite technology, face to face

interaction with qualified buyers remains the # 1 sales and marketing tool in business today.

To reserve your space at this years show, refer to the chart below to choose a booth number and fill out the Application for Exhibit Space on page 16 and return with your deposit to HGHBA, 728 E Highway 501, Conway, SC 29526 or fax to (843) 353-2588.

For more information regarding any of the above please call 843-438-4124 or email rao@hghba.com. n



2014 Home Improvement & Outdoor Living Show

DOCK A			DOCK B			DOCK C									
800	800	800	800	800	800	800	800	800							
812			611	512		411	311	310	211	210	118	117			
813	Market Place		610	513	Crafts	410	312					116			
814			609	514				309	212	209	119	115			
815						409	313	308	213	208	120	114			
816	810	709	708	612	608	515	511	412	408	314		113			
817			707	613	607	516	510	413	307	214	207	121	112		
818	809	710	706	614	606	517	509	414	407	315	306	215	206	122	111
819	808	711							406	316					110
820			705	615	605	518	508	415	305	216	205	123	109		
821	807	712	704	616	604	519	507	416	405	317	304	217	204	124	108
822	806	713					506	417	404	318			107		
823			703	617	603	520			303	218	203	125	106		
824	805	714	702	618	602	521	505	418	403	319	302	219	202	126	105
825	804	715					504	419	402	320			104		
826			701	619	601	522			301	220	201	127	103		
827	803	716	700	620	600	523	503	420	401	321	300	221	200	128	102
828	802	717					502	421	400	322			101		
829			Feature 6		Feature 5				Feature 4		Feature 3		Feature 2		100
830	801	718					501	422					Feature 1		
831	800	719					500	423							

Home Improvement & Outdoor Living Show
September 12 - 14, 2014 Myrtle Beach Convention Center

Application & Contract for Exhibit Space

Company Name: _____

Representative Name _____ Title _____

Address: _____

Business Phone _____ Fax _____ Cell _____

Email _____ Website _____

List two categories that best describes your company's products or services:

1) _____ 2) _____

Exhibit Space Rental per 10' x 10' Booth:

HGHBA Member \$500 Non-Member \$600

Space Requirements: *Please refer to the floor plan for booth numbers. If these locations are not available, assignment of space will be made based on space requirements.*

1st Choice _____ 3rd Choice _____

2nd Choice _____ 4th Choice _____

Total Number of Booths _____ X \$ _____ per booth = \$ _____ total due

Non-refundable deposit: 50% due with application. Balance due by August 12, 2014

Method of Payment: Check Enclosed Credit Card

Visa, Master Card or Discover accepted. A 3% cc processing fee will be added.

Card Type: Visa Master Card Discover

Account Number _____ Expiration ____/____/____

Amount charged at this time \$ _____

If paying by credit card and not paying the full amount, the balance will be automatically charged on the credit card above on August 12, 2014

I hereby request space in the 2014 Home Improvement & Outdoor Living Show. I agree to abide by all Show rules and regulations including full payment of space rental by 8/12/14.

Signature

Title

Date

Mail application & deposit to:
728 E. Hwy. 501 - Conway, SC 29526, email rao@hghba.com or fax to (843) 353-2588.

EDITORIAL CALENDAR

2014 - 2015



A Business to Business Resource Promoting Community Growth

The South Carolina Grand Strand edition of **BUILDING INDUSTRY SYNERGY**, direct mailed free of charge bi-monthly, reaches a broad building industry economic sector across Horry and Georgetown counties. The local target audience includes licensed residential & commercial builders, architects, building subcontractors, real estate developers, Realtors and each member of the Horry Georgetown Home Builders Association (HGHA). Recognized as the Official Publication Of The HGHA, **BUILDING INDUSTRY SYNERGY** offers a resourceful link to progressive evolving building ideas, trends and solutions with professionals throughout the industry. A fully interactive digital edition of each issue is posted on www.BuildingIndustrySynergy.com. Gain expanded industry product and service facts by direct link to each advertiser's website. Include your business in the "Building Industry Resource Guide", providing resource connection to a broad spectrum of products offered by the professionals in the building industry.

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JULY-AUGUST

- Attorney - Accountant
- Energy Efficiency: HVAC-Solar Energy
- Bathroom Design - Plumbing

Material Close: June 10, 2014

FALL HOME IMPROVEMENT OUTDOOR LIVING SHOW ISSUE

- Realtor Marketing
- Kitchen Design - Cabinets
- Lighting
- Millwork: Doors-Windows- Specialty Items

Material Close: August 10, 2014

NOVEMBER-DECEMBER

- Construction Site Health & Safety
- Exterior Products - Roofing - Siding
- Home Automation: Security - Theater

Material Close: October 10, 2014

JANUARY-FEBRUARY

- Design - Architect - Surveyor
- Sitework: Brick - Concrete
- Floor Covering

Material Close: December 10, 2014

SPRING HOME SHOW ISSUE

- Financial Institution - Insurance
- Local Building Supply
- Sunrooms - Enclosures

Material Close: January 15, 2015

Each issue is direct mailed to target audience and posted online 35 days from material close date.



by Becky Billingsley

Since the Grand Strand area is crisscrossed with rivers, filled with swamps and bogs and bordered by the ocean, boats were the first method of long-distance transportation, other than walking or riding horses.

Native Americans made dugout canoes by lighting smoldering fires around the roots of large trees until they loosened and dropped, and then a fire was lit on the trunk to char the hard wood so it could be scraped away with sharp shells. In addition to providing transportation, these dugouts enabled Indians to gig fish and gather seafood.

When Europeans settled here they arrived in wood vessels and continued building them. The earliest existing local example of an 18th century boat is the Browns Ferry Vessel. Divers near Brown's Ferry Landing in Georgetown County discovered it in 1975, and it was preserved over the course of 16 years at the University of South Carolina's Columbia campus before being permanently exhibited in the Georgetown Rice Museum. Archaeologists determined the 50-foot merchant vessel – which is made of cypress, oak and pine – likely sank between 1730 and 1740, and its construction is circa 1710. It was loaded with about 25 tons of bricks when it sank.

A note by Lucile Burroughs Godfrey (1891-1974) in the Horry County Historical Society's "Independent Republic Quarterly" says the area's, "... first steamboat, Francis Marion, came up for soldiers about the year 1862. Later steamboats were The Bull River, Juniper,

Synching History



The F.G. Burroughs was one of the Waccamaw Line of steamboats owned by Burroughs & Collins Company. Horry County Museum, Conway, South Carolina.

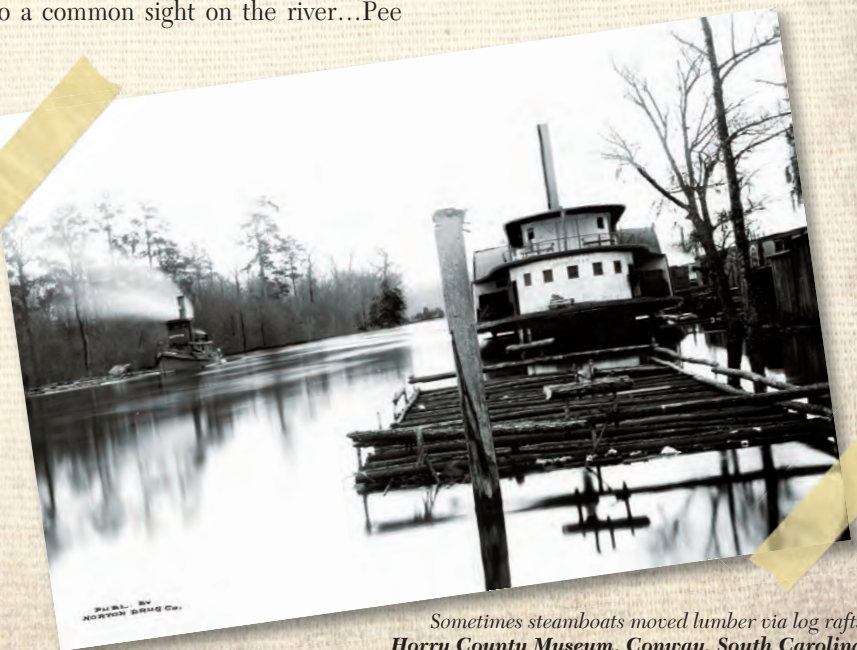
Driver, J.M. Cook, Ruth, Maggie, F.G. Burroughs, Mitchell C., Sessoms, Comanche, Janie, The Fearless, William Elliott, and the Lucy D. Tug boats were also a common sight on the river...Pee

Dee boats were called wheel barrow boats with their wheels at the stern because the Pee Dee is shallow."

"My father was once captain on one of the steamboats," Edward Egerton Burroughs (1900-1979) wrote for the IRC. "Burroughs and Collins Company operated a steam boat line from Conway to Georgetown and also up the Waccamaw to Grahamville and on the Big Pee Dee River. It was known as the Waccamaw Line of Steamers...These were side wheelers [the paddle wheels were on their sides so they could turn around in narrow river stretches].

"They had a steam tug named the Fearless and a gasoline boat named the Lillian – one of the first on the river. I think Mr. H.P. Little built the Lillian and used it to tow barges of brick from his plant, which was located about six miles below Conway."

The Maggie was named for the daughter of a young steamboat captain. The F.G. Burroughs was named for Edward Egerton Burroughs' grandfather, the Mitchell C. was in honor of "Miss



Sometimes steamboats moved lumber via log rafts. Horry County Museum, Conway, South Carolina.

Mitchell Collins,” and “The Ruth was named for my Aunt Ruth Burroughs who was drowned at Myrtle Beach. She was the first person to drown here after the hotel was built.”

Flatboats shared the rivers with steamboats, and Burroughs wrote that if their operators weren't careful about using lights on them at night, they could be run over by steamboats.

With roads in the area of poor quality, most people traveled them in sturdy ox carts and wagons. Sheldon Dew of the Kates Bay community near Conway, who will be 90 in November, remembers seeing a two-wheel farm cart with wheels about six feet tall.

“The shafts had to be level with the sides of the mule,” he said. “The carts had to have balance; otherwise the cart would pick the whole mule up off the ground.”

City folks, especially in and near Conway and Georgetown, often drove lighter horse-drawn buggies. Stagecoaches also traveled through the area and transported people and mail.

The Old Kings Highway, a former Native American trail that became a major Colonial America north/south route, “...was the last part of the road between Boston and Savannah to be served by stagecoach,” according to the South Carolina State Trails Program. Small spans of the original Kings Highway are preserved at two places: Vereen Memorial Gardens in Little River and Meher Baba Spiritual Center at the north end of Myrtle Beach.

Before bridges were built, wagons and buggies crossed wetlands by using ferries. The major ferry in Horry County was Peachtree Ferry at Socastee. Other Waccamaw River ferries, according to the late historian C.B. Berry, “...included Wortham's near Brooksville, just below the North Carolina state line; Star Bluff near Wampee; Conway Ferry across Kingston Lake; ...Bellamy Landing near the S.C. 9 crossing; Bear Bluff and Reaves Ferry near Nixonville; Hardee Ferry at Savannah Bluff; and Cox's Ferry Below Conway.”

In the early 1800s, Lucille Norton Burroughs Godfrey wrote, short distance ferry prices were three cents per person,

6¼ cents for a man and horse, 25 cents for two-wheeled carriages and their riders, 50 cents for four-wheeled carriages and “two cents for each head of cattle, horses, hogs, goats or sheep.”

The first trains reached Loris and Conway in 1887, and in 1900, two trains started taking passengers to Myrtle Beach. By 1902 Georgetown had two daily railroad mail

(Continued on page 20)



Before bridges, ferries like this one in the Socastee area got wagons across rivers. **Horry County Museum, Conway, South Carolina.**



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deliveries. From 1900 to 1904, a ferry ride across the Waccamaw River was part of the train trip from Conway to the beach until Burroughs & Collins Company built a train bridge.

Automobiles arrived in Conway soon after trains, and by 1911 Horry County residents owned 19 of the 5,355 cars registered in South Carolina. But although there were cars, often the roads left much to be desired. Sheldon Dew remembers

they'd often take a mule and cart to town instead of their 1924 Model T, because its three-inch "clincher" tires weren't much good on muddy and rutted paths.

"It didn't have but three doors to it," Dew said of the Model T. "You had to crank it [to start it] and then run around and jump in on the side. There wasn't a hole where the [driver's side door would be] – it was the side of the car. You had to crawl over the

side... It had a battery for lights, but they didn't last long. You had to crank it by hand, or jack it up and spin the back wheel, and then it would crank and you could ease it back down. It would idle, but then keep surging forward every so often."

While most people think of Fords in the early days of automobiles, there were thousands of early car manufacturers. Conway physician Dr. H.H. Burroughs drove a Brush, while other models driven around town included Dort, Hudson, Peerless, Packard and Nash.



Early Fords, like these at one of the area's first dealerships, had narrow tires that hopefully lasted 3,000 miles. Horry County Museum, Conway, South Carolina. **Horry County Museum, Conway, South Carolina.**



As of 2014, Palmetto Chevrolet has been in business for 75 years. **Photo courtesy Palmetto Chevrolet.**

Wilson Webb has worked at Palmetto Chevrolet in Conway – which is currently celebrating its 75th year in business – since 1964. He recalls Fowler Motors selling Oldsmobiles and Cadillacs, the Hyland Motor Company on Third Avenue with its Plymouths and Chryslers, and Hunter Ford where the bus station is now located.

Bill Marsh, president of Palmetto Chevrolet, has 1956 photos showing the year's new models lining Conway's Main Street. He said the new cars debuted across the country on the same day, and until then the vehicles were hidden around town in barns and warehouses. The morning of the big debut, employees parked them downtown so everyone could get a good look.

It's amazing how far Grand Strand transportation has advanced in just 100 years.

Synching History will continue to examine different aspects of Grand Strand heritage in future issues. Becky Billingsley is the author of "A Culinary History of Myrtle Beach and the Grand Strand" & "Lost Myrtle Beach," released by The History Press. For further information regarding any of the above email: beckybillingsley37@gmail.com. n

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by Sarah George, APR

Selecting The Right Attorney or Accountant For Your Building & Real Estate Needs On The Grand Strand

In the business of buying, selling and building homes there are without a doubt legal and financial issues that arise, some of which are not always pleasant to deal with. Having a strong team that knows the market and the industry well can make all the difference to you and your homeowner.

Davis & Boyd, LLC

The attorneys of Davis & Boyd, LLC, who have been serving the Grand Strand area for over 18 years, help make the process easier by providing a combination of legal and tax related services to their clients. They handle large land takedowns and commercial transactions as well as tax planning and estate and asset preservation planning for owners. According to Bret H.



Bret H. Davis, JD, CPA with Davis & Boyd, LLC

Davis, JD, CPA, "we understand the big picture of how things work together and have a desire and ability to come up with solution driven ideas to issues. I work

very hard to help clients avoid litigation. While it is necessary at times, litigation comes at a great financial and emotional cost. Through proper planning I put clients in the strongest negotiation position should an unfortunate dispute arise." His partner, Reese R. Boyd, III, also has a deep understanding of the litigation type matters that builders face and has made this his primary focus. Reese has experienced great success in handling litigation matters through the last several years.

Understanding the economic climate is another key to the success of David & Boyd, LLC. According to Bret, "we will



Davis & Boyd, LLC is located at 1110 London St., Suite 201 in Myrtle Beach.



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www.davisboydlaw.com

(Continued on page 22)

continue to see substantial changes in the economic climate for the foreseeable future. It is important to understand the possible directions of our local economy and the U.S. economy as we make business decisions.” Davis & Boyd feel the local real estate market has leveled off a good bit after the much needed (but very painful) correction. “I think real estate values will continue to rise, but at a much slower and more sustainable rate than we saw in the late 90’s and early 2000’s,” concluded Davis.

The Honeycutt Group

Drayton Honeycutt, CPA and Consultant with The Honeycutt Group, CPA, PC feels that in his industry providing information in real time is the key to



Drayton R. Honeycutt, CPA, CDFA with The Honeycutt Group.

providing clients with the best possible service. “This allows us to be much more proactive in our planning and analysis. We have the ability to look at information anytime and anywhere and

can answer client questions or review issues with them without delay. This enables us to assist in not only compliance issues, but more so in strategic planning going forward, succession planning and ratio analysis and performance benchmarking to show the owner how certain changes could affect



The Honeycutt Group is located at 1110 London St., Suite 202 in Myrtle Beach.

cash flow,” explained Drayton.

The Honeycutt Group knows cash flow for the construction industry is very important since labor must be paid regularly and receipts of project funds can sometimes be slow therefore cash flow analysis is key. “Our construction clients have frequent and open access to our partners as we feel it’s important for project management, customer service, accounting and sales to all work together,” continued Drayton. Construction clients of the Honeycutt Group also receive assistance with correctly estimating job costs, a necessity as certain statements require an estimate of job profits and costs and due to these estimates the bonding companies and banks must know that they can rely on correct financials. Other important services

include tax planning, labor control, insurance and accounting for income tax. “We speak your language and strive to provide creative solutions to make the complex simple,” concluded Drayton.

The Bellamy Law Firm

Founded in 1962, The Bellamy Law Firm is one of the oldest and most respected Myrtle Beach law firms with 16 attorneys focusing on specific areas of law. The Bellamy Law Firm offers the strength and resources of a national law firm, with the understanding, experience, and caring of a smaller, local firm. “One of the greatest assets of our firm is the longevity of our lawyers. Most have only worked with this firm, therefore we have a culture of family



Drayton R. Honeycutt CPA, CDFA
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 Bryan Wates, CPA
 Christopher Peavy, Staff Accountant
 Heather Gault, Staff Accountant
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 Darlene Peavy, Payroll Manager
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Our professional staff, with over a half century combined experience, takes a pro-active approach in developing and implementing a best designed plan to achieve your financial objectives. With a strong history in helping clients with many varying financial decisions in both business and personal lives, The Honeycutt Group mission is to help grow as well as streamline your business or personal financial life. We welcome the opportunity to talk with you.

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that extends to our clients.” Explained Marty Dawsey, “that’s not typical as most lawyers have worked in several firms. It



Marty Dawsey with The Bellamy Law Firm in Myrtle Beach.

gives us and our clients the advantage of a team approach. Along those same lines, many of our paralegals and support staff have been longtime employees with several being loyal employees for 30 or more years.”

The Bellamy Law Firm also has the ability to handle projects such as a development of a large condominium project or residential subdivision, from beginning to end. “It’s not common for a law firm to handle from start to finish so this helps us offer a better service as well as adds to the ease of the relationship.” Continued Marty “when our developers know we can handle everything, it adds a level of comfortableness. With our expertise in multiple practice areas and our history together as a firm, we have endless



The Bellamy Law Firm is located at 1000 29th Ave. North in Myrtle Beach.


resources to assist with most any unique litigation situation that may arise.”

With the endless legal and financial issues that come along with the building and real estate industries, aligning your company with professionals to help with each step along the way is a smart practice to ensure the process is smooth from beginning to end. When you are selecting a firm to represent your legal and financial matters, take time to develop a relationship that can assist in safeguarding your company against any legal complications

and also maximize your company’s future earning potential.

Sarah L. George, APR holds a Bachelor’s degree in Journalism from Marshall University and maintains Accreditation with the Public Relations Society of America. As a marketing and public relations professional she has nearly a decade of experience in helping clients achieve brand consistency and market exposure. She can be reached via email at Sarah@bgws.co or 843-457-7270. n

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Founded in 1962 by Howell V. (Skeets) Bellamy, Jr., The Bellamy Law Firm is one of the oldest and most respected Myrtle Beach law firms. The Bellamy Law Firm attorneys and staff are dedicated to their clients and look forward to serving the community for decades to come.

Howell V. Bellamy, Jr. Edward B. Bowers, Jr. Bradley D. King M. Edwin Hinds, Jr. David B. Miller C. Winfield Johnson, III Douglas M. Zayicek Martin C. Dawsey	Robert S. Shelton Howell V. Bellamy, III Ashley P. Morrison George W. Redman, III Benjamin A. Baroody Phillip H. Albergotti Hayes K. Stanton Lacy R. Lee	Retired: Claude M. Epps, Jr. John E. Copeland David R. Gravely Jill F. Griffith John K. Rutenberg (1939-2012)
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Dawol Homes Customer Satisfaction Our Primary Concern

This custom home in Cypress River Plantation was completed by Dawol Homes. Dawol also builds in many other communities across the Grand Strand including Waverly Bay, The Gates, The Reserve, Prince Creek, Plantation Lakes, Wild Wing Plantation, in addition to several locations in this area.

PHOTO © CHUCK GEE

by Peggy Mishoe



PHOTO © CHUCK GEE

The residence of Greg and Ann Adams in Cypress River Plantation. The Adams were very pleased with Dawol Homes. "It was a very good building experience", says Ann.

Customer satisfaction has always been the top priority at Dawol Homes.

By making that the primary concern, beginning with the first contact with a potential customer, the team of dedicated professionals at Dawol Homes built a sterling reputation while designing and constructing custom homes in Myrtle Beach and along the Grand Strand.

Rob Clemons, the vice-president at Dawol Homes, says, "There's a multitude of parts that go into making a successful home. We like to think that we do a good job with making sure the right people are doing the right jobs. You can avoid

trouble by having good subcontractors on each project.”

Dave Wolons, the president/CEO, had years of experience as a general contractor in Massachusetts before moving to the Grand Strand and founding Dawol Homes in 1996. His desire was to build homes with quality and unique features for each and every homeowner.

The fact Dave is a general contractor and Rob is a licensed residential contractor is reassuring to their customers, who also find comfort in knowing they are long time active members of the Horry Georgetown Home Builders Association (HGHA), the local professional association for all those involved in the building industry. Membership in the HGHA also includes membership in Home Builders of South Carolina and the National Association of Home Builders.

In 2014, Rob is serving as the vice-president of the HGHA. He says, “I think it’s important to be a part of a group of people with common goals. There is strength in numbers. There’s always legislation coming through, and I think the Home Builders Association plays a role in making sure that the best practices are the standard here locally.”

Dave, who was a member of the Home Builders Associations in Massachusetts for years, says, “I don’t see how a builder cannot participate in the associations.”



The living room in the residence of Warren and Lorraine Walters in Plantation Lakes. “We saw that Dave was a certified Master Builder and that impressed us”, says Lorraine.

In addition to many other benefits, members of the building association are provided opportunities to learn old and new codes and to participate in classes on various subjects and trades related to the building industry.

Through classes offered by the associations, Dave became one of the

elite Master Builders in South Carolina and has to meet certain criteria, which includes taking 10 hours of technical and business courses annually to maintain that certification.

For homeowners Warren and Lorraine Walters, that was the deciding factor when they were looking for a builder while living in New Jersey. Lorraine says, “We found Dawol Homes on the Internet. We saw that Dave was a certified Master Builder, and that impressed us.”



The kitchen in the Walter’s residence. Warren is a retired project manager/estimator in the building industry and was extremely impressed with the fact that Dawol stayed within the original budget from day one. “All I was interested in was that it was on time and on budget. I know the numbers. I know what can happen. That didn’t happen with them. Whatever they said, that’s what happened. If they said it was a dollar, it was a dollar”, says Warren.

PHOTO © CHUCK GEE

They came to Myrtle Beach, met with Dave and Rob, and knew they had found the builder for their new home at Plantation Lakes in Myrtle Beach.

Lorraine, an artist, was more interested in the aesthetics. She made the many choices necessary to customize their home.

Warren, who retired as a project manager/estimator, had other interests. He says, "All I was interested in was that it was on time and on budget because I'm the money man."

Warren says that from his experience in the industry, he knows once a price is quoted, "another shoe may drop," and suddenly there is a request for more money. He says, "I know the numbers. I know what can happen. I know what I'm getting. I know what I'm seeing. That didn't happen with them. Whatever they said, that's what happened. If they said it was a dollar, it was a dollar."

After almost six years, Warren and Lorraine are just as happy with their home as they were that Valentine's Day in 2008 when they moved into it. Warren says, "This place was put together substantially and properly."

Walt Baecht's Cape Cod style home in The Reserves is all he hoped it would be and more. Walt, who admits he isn't



The master bathroom in the Walter's residence.

the easiest person to please, is happy with his home and the building experience he had.

He says, "I'm very pleased with the house. It's what I wanted."

Walt mainly chose Dawol Homes because after he told Dave and Rob what he wanted and the price he wanted to pay, they "did their homework" and provided exactly what he desired.

Dawol Homes not only satisfied him with his home and the cost, Dave and Rob decided to add several features for him.

He had not expected to have beautiful crown molding on his porch, an exquisite tray ceiling in his foyer or a brick medallion in the center of his driveway with the South Carolina emblem of a palmetto tree and crescent moon on it, but he is thrilled with those features and others that were done at no additional cost.

Walt says, "I couldn't ask for better people. They went above and beyond to make me happy. I'd do it all again"

While living in Virginia, Walt came to the construction site about 10 times while his home was being built, and he had the opportunity to meet the subcontractors who were working on it. He says, "I have nothing but the highest regard for them. Those guys work hard, and they wouldn't have it any other way."

Rob says, "It's not one person, or two people that can make anything happen. We all have to come together with the best product we can for our customers, and we have to make it a good experience for them."

Whether their customers are living in the area or in another city or state, Dave



The residence of Walt Baecht in The Reserve, completed by Dawol Homes. "I'm very pleased with the house. I couldn't ask for better people. They went above and beyond to make me happy. I'd do it all again", says Walt.

PHOTO © CHUCK GEE

and Rob keep them informed on every detail with their home, by phone, internet, email and pictures throughout the building process.

Kevin Shaw and his wife Maxine Koerber were living in Surfside Beach when Dawol Homes built their home in Plantation Lakes in 2012. They often went to the construction site and took many pictures of their home in various phases.



Dawol Homes built this home for Kevin Shaw and his wife Maxine Koerber in Plantation Lakes. "It was very good dealing with them. We had no problems. We're very happy", says Kevin.



The living room in the Shaw residence.

Kevin and Maxine remember their building experience with pleasure. They are extremely satisfied with their home.

Kevin says, "It was very good dealing with them. We had no problems. They were very helpful when we wanted to add or delete something, and with any questions or concerns we had, they were there to take care of them. We're very happy."

Dave and Rob made suggestions along the way that Kevin and Maxine are glad they accepted, including expanding a bonus room over the garage, using a different type window in the master bathroom and changing the ceilings in the master bedroom and the dining room.

After living in the same house in New Jersey for over 28 years, Greg and Ann Adams chose Dawol Homes to build a new home for them in Cypress River Plantation. "We thought we were getting the honest end of it from Dawol Homes in the very beginning," Ann said. "There was no upfront scary stuff. It was a very good building experience."

As Ann and Greg were moving into their home in 2014, she said they were



Rob Clemons, VP of Dawol Homes & 2014 VP of the Horry Georgetown Home Builders Association, enjoys visiting with homeowner, Maxine Koerber in her sunroom. "There's a multitude of parts that go into making a successful home. We like to think that we do a good job with making sure the right people are doing the right jobs", says Rob.

PHOTO © CHUCK GEE

exceedingly happy with it. "It's new and it's completely different from what I'm used to living in, plus, we have this great warranty."

Because Ann had experienced the need to have a caretaker in their home for a while in the past, they had their new home designed to accommodate them better if that should be required in the future by making all of the doors wheelchair accessible and adding other features, including an upstairs suite where a caretaker could live.

There are numerous ways that the staff at Dawol Homes earns the trust of the people who deal with them. The company provides in-house design with almost limitless options.

At no cost, Dave and Rob will visit a home site with a potential customer, where they will discuss how the home will be situated on the site, how much

clearing or landscaping there will be, and many other factors that are of extreme importance.

Rob says, "From the time we start our whole process, we're trying to make sure that there are no surprises."

For customers who may not have already purchased lots, Dawol Homes has lots for sale in numerous locations. And for customers who may not want to go through the building process or may not have the time to do so, the company has spec homes ready for occupancy in several communities.

The staff at Dawol Homes keeps the trust by continuing to always make customer satisfaction the first priority, beginning with the initial contact and continuing long after a home is completed.

Custom homes built by Dawol Homes can be seen in numerous

locations, including Waverly Bay, the Gates, Cypress River Plantation, The Reserve, Prince Creek, Plantation Lakes, Wild Wing Plantation and several other locations across the Grand Strand area. [n](#)

Dawol HOMES INC.

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Build Your Business: Understand and Market to Your Target Customer

Denise Blackburn-Gay, APR
President & CEO, Marketing Strategies, Inc.

I don't think I was ever so shocked as when, a few years ago, a client sat across the table from me during one of our regularly-scheduled marketing meetings and asked me if I could give him the name of someone who could develop his website.

After picking myself up off the floor and trying to regain consciousness, I politely told him that we did websites and proceeded to

show him some of our many examples. How could this long-standing client not know that we did websites? We had been featured in an article in Forbes' magazine, we had won numerous advertising awards for websites, and we had recently been awarded national contracts by both a major university and a large non-profit. After all, we are a full-service advertising agency. Why wouldn't we do websites?

After a brief "show and sell", we turned his inquiry into business and soon we had another website under construction. While the client left our office pleased that one company could provide all of his marketing needs, I retreated to my office scratching my head and trying to figure out what had just

happened.

What had just happened occurs on a daily basis in businesses like yours and mine. You see, we forget to tell people what we do...all that we do. We assume that they know. Guess what? They don't and this is just one example of how we lose ground and quite frankly, how we lose money.

While this story had a happy ending, the opposite could have been the case. What if this client had asked someone else for the name of a website developer? That person may or may not have given him our name. You see, it all depends on that person's frame of reference. Were they aware that we did websites? The truth is, probably not.

(Continued on page 30)

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Raymond Goodman
Manager, Myrtle Beach



You may have heard that 80% of your business comes from 20% of your customers and that it can cost up to eight times more to market to a new customer than to an existing one. Why then, do we do such a poor job of marketing our services to those that truly mean the most to us? Do we forget or do we just get lazy? As business owners, we operate under the assumption that everyone knows what we do and how well we do it. We live and breathe our business. In doing such, we often forget to tell our story.

We all know the steps to successful marketing, but let's take one more quick, and greatly abbreviated, look:

1. Know your business and define your brand

Stake your position in the minds of consumers.

2. Determine your target market

Unless you sell something as generic as toilet paper, your product is probably not needed or wanted by a wide audience. By clearly identifying target audiences, it becomes easier to capture their attention. Their needs and goals are front and center.



3. Market your Product or Service

Unfortunately, the 'build it and they will come' theory is not applicable. As we have seen, even our own customers may not be aware of all that we offer.

4. Market within Your Means

While a national campaign is probably out of

reach and not what you really need, there are a number of alternatives that can help you reach your goals.

5. Choose an Integrated Marketing Approach

You've heard the phrase, 'don't put all of your eggs in one basket'. The same is true in advertising. Today's consumer looks to multiple sources for information: print, online, etc. And by the way, if you think that print is dead, don't believe it. A national survey by Oracle recently revealed that 70% of marketers currently use print to direct audiences to digital content. In addition, nearly half of marketers find print advertising vital to driving interest in digital mobile content and campaigns. Print, combined with digital, offers a powerful proposition. Add a mobile platform and you're really in business.



Building

Industry Synergy offers a great opportunity for businesses, regardless of size, to attract and retain customers. This affordable publication offers an opportunity for you to reach your target 365 days a year – reinforcing your brand and hammering home your message.

Its integration with the website, www.BuildingIndustrySynergy.com, and its mobile platform (you can view it on your tablet or phone), makes it a perfect advertising solution for businesses whose target audience is the building trade.

If you think your customers really know

what you do – all that you do – think again. Get onboard with a sound plan and an affordable product that will deliver measurable results. After all, isn't that what it's all about?

Marketing Strategies, Inc. is pleased work with area builders and those in associated trades. We embrace our relationship with Building Industry Synergy by offering readers affordable advertising campaigns that include materials such as brochures, ads, billboards, radio, television and mobile campaigns; and as you know by now, award-winning websites.

For more information send me an email, denise@marketingstrategiesinc.com or call (843) 692-9662 and I'll show you how to hit the nail on the head with a marketing program that is cost effective and results-driven.

Denise Blackburn-Gay, APR is President and CEO of Marketing Strategies, Inc., one of the area's leading marketing and public relations firms. With more than 30 years of experience she has worked with both builders and realtors establishing brands and enhancing images. This former Vice President of Marketing, Sales, and Public Relations with Burroughs & Chapin, Inc. serves on the Business Advisory Council of Horry-Georgetown Technical College, the Advisory Board for the University of Florida's School of Advertising, and is a member of Forbes' Insights panel. n



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by Sarah George, APR

HVAC & Plumbing Across The Grand Strand: Premium Customer Service



With the summer season upon us, beating the heat is one of the greatest concerns for Grand Strand businesses and residents. And while building energy efficient homes and conserving energy has been a growing request in recent years, it is now more of a standard than a trend.

Carolina Cool

The steadily increasing cost of energy is a great reason to invest now in energy efficiency and heating/cooling technology.



Verlon Wulf with Carolina Cool

Carolina Cool is a local commercial, residential and industrial plumbing and air conditioning contracting firm who prides itself on their excellent reputation within



the industry. Voted "Best of the Beach" for eight years running, they serve areas from the North Carolina state line to Georgetown to Loris, although if a customer has locations in nearby communities the firm is happy to

service those as well.

Carolina Cool offers a wide variety of services including 24-hour Heating, Air Conditioning, Refrigeration, Plumbing, Electrical, Solar & Quality

(Continued on page 32)

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Electrical, Solar and Air Quality Service and Preventative Maintenance. They also provide property management for real estate entities. When asked what recent trends to expect in the upcoming months in the industry, owner Verlon Wulf says, "Automation! Consumers want energy-saving, efficient systems and the Nest Learning Thermostat is a prime example. This thermostat programs itself by learning what temperatures you like and when, it automatically helps save energy while you're away and consumers can control it from anywhere using a smartphone, tablet or computer." Unfortunately, most customers who call Carolina Cool are under distress because they are hot, they are cold or they see water. Wulf says, "I'm proud to say we are known for coming when promised, prompt response time, always answering the phones with smiles on our faces and having the administration and support staff to properly handle large accounts."

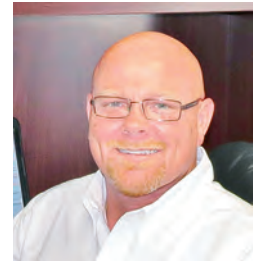
Four Star Plumbing & Air Conditioning

When you call Four Star Plumbing & Air Conditioning for the first time, some people are surprised at our response. We say, "Hello and thanks for calling Four Star, how can we make you smile today?" We get a lot of witty responses and are prepared for them all and take them with stride because our goal is to solve your plumbing and air conditioning needs and make you smile with our service, attitude and talent.

Owner Steve Beatty started Four Star in 2000 with one truck in his garage and has grown it to a 28 truck operation located on Highway 544 that serves Horry & Georgetown Counties 24 hours a day, 7 days a week. Beatty knew from the



beginning that customer service was the key to his success and he has made that the #1 priority every day. "The key to our success is customer service," Steve says, "We started out always doing right by our customers. We don't argue with customers, but ask what will it take to make them happy. You can't win if you don't do it that way. You have to be fair." So whether it's a lost antique wedding ring in a p-trap or a complete sewer line replacement, we treat every customer with



Steve Beatty with Four Star Plumbing & Air Conditioning

the same care. If you call and need a filter for your air conditioner or need a whole unit change-out, we see each and every need as important to the customer and treat each one the same. More than 9,000 households and commercial establishments feel the same way and we have tried to build a reputation for customer service that is hard to beat.

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One of the biggest advantages a customer has by calling Four Star is having personal contact 24/7/365 with an actual employee. Beatty attributes a lot of his company's success to his front office staff of four key women. "I call them my Four Star's". I know they make or break my business from the time the phone rings until our customer's issues are solved and they keep the phones 24 hours a day. You will not get an answering service when you call at 2am, you will speak to a Four Star employee who is trained and able to take your call. "Many of our phone calls during the day are praises for how well the customers felt with how their call was answered," he says. "These ladies have had extensive customer service training and understand the value of taking care of the needs of our customers." We even make "happy calls" after each service call to ensure the customer is happy with our service, and if they are not, we make it right! We book our appointments in two hour windows because we know how important it is to not waste our customer's time.

In 2008 Four Star added air conditioning services to allow us to meet even more needs of our customers. Four Star offers a Whole House Comfort Check. A specially trained Comfort, Energy & Indoor Air Quality Consultant conducts a thorough evaluation of all your home's comfort systems and then can provide you with a personalized plan to save you money and keep you comfortable. In addition, the company specializes in electronic leak detection to locate hidden leaks in pools and slabs. Beatty says, "Our company has a system of locating leaks that is less expensive and less destructive than traditional methods. A spot repair is always less costly and since most of the homes and businesses in our area are built on concrete slabs, we've been able to assist customers in fixing leaks without tearing their whole house apart".

Beatty says, we focus a lot on training and make sure our employees have the most current knowledge of plumbing and air conditioning industry standards and keep our finger on the pulse of any changes so that we can best serve our customers. We



hold weekly meetings with our technicians, train our customer service representatives thoroughly and introduce employees to any scenario they may encounter. Our technicians are trained extensively on customer service. They understand the importance of communicating options to our customer's problems and giving up front prices before doing any work. It's all about trust and being honest with customers.

Being a member of this community and being able to serve the people of Horry & Georgetown and get to know them personally in their homes & businesses has been such a pleasure and they have

(Continued on page 34)



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supported us since day one and that's why we are here and will be here for years to come. At Four Star, we consider ourselves to be a family and we take care of each other and understand that every customer becomes a part of our family as well, and that's how they are treated.

Swift Services – Heating & Cooling

With customer service as the keystone of operations, Swift Heating & Cooling services the Grand Strand from Georgetown to Brunswick County. Owner, Joe Mascetti shares the secret to their success has been providing services when you need them most and at a fair price, without sacrificing quality. “Many of our clients are property managers who can trust we will always be there,” explained Joe. Swift Heating & Cooling offers a same day service guarantee with a live



Joe Mascetti with Swift Services - Heating & Cooling

person available to customers 24/7 as well as a money back satisfaction guarantee. “For real estate agents and property managers this translates into the



Swift Services - Heating & Cooling offers a same day service guarantee with a live person available to customers 24/7.

peace of mind in knowing your customers are always comfortable and no loss of income from rentals lacking heating or cooling when they need it most.”

“We also work to stay at the forefront of industry changes,” continued Joe. “This is really another added benefit for our property managers and contractors. Changes in laws can be costly for the builders and homeowners if they are ignored. For example in 2014 the minimum SEER rating will increase and the unit costs will see a dramatic increase, if you aren't aware of this it could be a costly mistake.” Swift Heating & Cooling also provides service maintenance packages for property managers and rental companies that helps save in replacements costs by catching potential problems before they have gone too far to fix, “it's just like an oil change for your car, preventative maintenance and regular service keeps your units clean and well maintained which ultimately extends the life of the product,” concluded Joe. Special packages for property

managers, builders and rental companies are available from Swift Heating & Cooling, “It's just one more thing we do to ensure our customers are satisfied!”

Energy efficiency and heating/cooling technology as well as the laws that govern this are ever evolving and consumer interest in these items will only continue to grow. Though it may be a little more of an upfront investment, taking energy efficient steps will lower your utility bills and increase the function of your home or business, which will in turn only raise its value.

Sarah L. George, APR holds a Bachelor's degree in Journalism from Marshall University and maintains Accreditation with the Public Relations Society of America. As a marketing and public relations professional she has nearly a decade of experience in helping clients achieve brand consistency and market exposure. She can be reached via email at Sarah@bgus.co or 843-457-7270. n



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Date	Opponent
Aug. 30	at Georgia
Sep. 6	SC State
Sep. 20	* at Florida State
Sep. 27	* North Carolina
Oct. 4	* NC State
Oct. 11	* Louisville
Oct. 18	* at Boston College
Oct. 25	* Syracuse
Nov. 6	* at Wake Forest
Nov. 15	* at Georgia Tech
Nov. 22	Georgia State
Nov. 29	South Carolina

*ACC Conference Game
Note Home Games in BOLD

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www.clemson.com



Date	Opponent
Aug. 30	at Citadel
Sep. 6	at NC A&T
Sep. 13	SC State
Sep. 20	at Florida A&M
Sep. 27	Elon
Oct. 4	at Furman
Oct. 11	* at Presbyterian
Oct. 25	* Charleston So
Nov. 1	* at Gardner-Webb
Nov. 8	at Charlotte
Nov. 15	* Monmouth
Nov. 22	* Liberty

*Big South Conference Game
Note Home Games in BOLD

HEAD COACH JOE MOGLIA
www.gococcusports.com



Date	Opponent
Aug. 28	* Texas A&M
Sep. 6	East Carolina
Sep. 13	* Georgia
Sep. 20	* at Vanderbilt
Sep. 27	* Missouri
Oct. 4	* at Kentucky
Oct. 18	Furman
Oct. 25	* at Auburn
Nov. 1	* Tennessee
Nov. 15	* at Florida
Nov. 22	South Alabama
Nov. 29	at Clemson

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Bathroom Design Functionality-Aesthetics-Efficiency

by Robyn Pigott
Marketing Director for CRG Companies

When it comes to designing bathrooms, the CRG Companies' architectural and interior designers, Kadin Karschner and Lindsay Bingham, have some great insight when designing a bathroom with aesthetics, functionality, and energy efficiency in mind.



"I always consider the flow of the floor plan when designing any room. For the bathroom, you want it to be functional and reflect the style of the rest of the home."

Kadin Karschner

- Kadin Karschner,
Architectural Designer at CRG Companies

Functionality

Before you start thinking about paint colors or style, you need to determine how the room will function in your home. Is this a master or guest bathroom? Is it just a half bath or a full bathroom? Where is the bathroom located?

Most people put more time and money into their master bathroom and, understandably so, as it sees the most use. The master bathroom should be a comfortable place to get ready in the morning and unwind at the end of the day. If you have the space, consider separating the bathtub and shower. For those that enjoy a nice, long bath every now and again, a separate bathtub allows space to relax and unwind.



Including a walk-in shower offers the option of quickly getting ready while still allowing enough space to feel comfortable.

For guest bathrooms, you want to make sure you create a space that welcomes your guests and offers privacy. If you're planning your guest bathroom along with a new construction floor plan, place your guest bathroom in an area that is easily accessible, but separate from the busier areas of the home to offer privacy. While you can select a

(Continued on page 32

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smaller vanity or even pedestal sink, make sure the countertop is at least 36" wide to avoid a cramped space to freshen up.

You'll find many options when it comes to flooring, like wood, tile, laminate, etc. Non-porous materials are the most sensible option since bathroom floors often need to hold up against water from sinks and showers or bathtubs. Stone floors not only look beautiful, but you'll find they're also easier to clean. However, if you're choosing flooring for a powder room, you can get away with installing hardwood, since the powder room doesn't have a lot of extra water splashing from showers or bathtubs.

Aesthetics

Whether you're planning your master bathroom, guest bathroom, or powder room, you should consider one decorative piece to pull the room together. This detail can be an elaborate lighting fixture, custom cabinetry, decorative mirror, or anything that shows that you purposefully designed the room to enhance the overall style without overwhelming the room with excessive details. Neutral paint colors can be accentuated with a charming chandelier, while recessed lighting and simple fixtures can contrast bold walls.

Lindsay Bingham, an interior designer, loves the idea of a floating (or free-standing) soaking tub as it adds elegance to even the most simple bathroom design. A claw foot tub comes to mind for most people when they think of a floating tub, but you have many more options when choosing this style of bathtub. Many styles include a ledge surrounding the tub to add space for shampoo, soap, etc. and even shelving to add storage area.



Lindsay Bingham

"When it comes to your bathroom design, you can have functionality, efficiency, AND aesthetics. You don't have to sacrifice one for the other!"

- Lindsay Bingham,
Interior Designer at
CRG Companies

Efficiency

When it comes to efficiency, you have many options for your bathroom design. If you're just starting to build your home, you

can design the bathroom with long term efficiency in mind.

Large windows facing the morning sun will allow natural light to come in while you're getting ready in the morning. If you have more than enough natural light, you can save on your electric bill by taking advantage of the natural light rather than artificial lighting.

Some people opt for motion sensor lighting to ensure lights are only used when someone is in the room, but that might not always save energy when a room has adequate natural light at various times of the day. However, you can install a bathroom fan with a timer to make sure the fan shuts off after a reasonable amount of time. As for water conservation, you have a variety of options when it comes to the toilets. The majority of toilets are designed to conserve water, but some take it a step further to conserve even more water.

Efficiency: Tankless Water Heaters

On average, water heaters use more energy than the refrigerator, dishwasher, washer, and dryer combined. A tankless water heater not only saves energy and money, but it also provides an endless supply of hot water on demand. These water heaters heat the water only when you need hot water as opposed to a traditional tank-style water heater that heats and reheats water all day long.

A tankless water heater is typically half the size of a normal water heater and can be installed in an open space. If your water heater is in your garage in the open air, it can actually de-humidify your garage. They can also last up to twice as long as the traditional tank units.

CRG Companies installs Rinnai Tankless Water Heaters in the majority of the homes they build. Rinnai offers different options depending on the size of your home, your climate, and your average hot water usage. They designed water heaters specifically for medium to smaller sized homes and warmer climates as well as larger residential homes or commercial buildings and even a hybrid tank-tankless water heater.

Regardless of the style of your home, you can always find options that not only fit with your overall vision, but also add functionality to the design as well. Interior and architectural designers offer great insight into this particular area of a home design and can introduce you

to the most updated selections while saving you money in the long run.

Robyn Pigott, Marketing Director at CRG Companies, is a copywriter and photographer in the Myrtle Beach area and holds a bachelor's degree in advertising with an emphasis on professional writing from West Virginia University. She can be reached at (843) 651-8460 or robyn@crgconstruction.com. n

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