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- MYRTLE BEACH AREA CHAMBER OF COMMERCE Promotes Strong Business Resilience Strategy
- 2015 HOME IMPROVEMENT & OUTDOOR LIVING SHOW September 11th – 13th
- 2015 HBA OF SC CONVENTION IN ASHEVILLE NC October 23rd – 25th
- WINDOW TREATMENTS Interior & Exterior
- BUILDER CONFIDENCE Highest Level Since November 2005
- KITCHEN DESIGN Indoor & Outdoor

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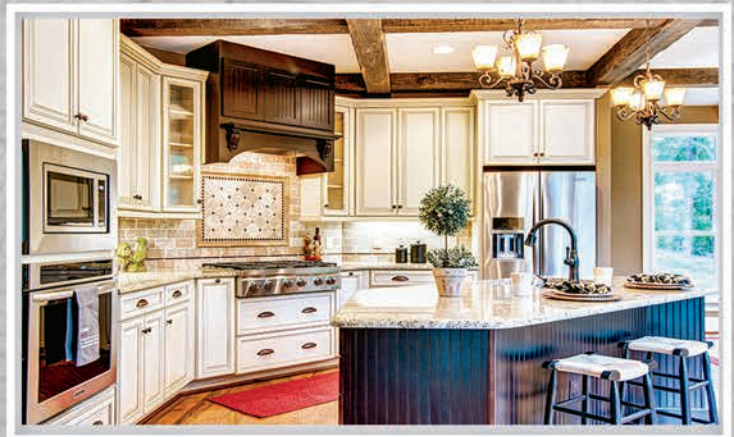
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Date	Opponent
Sep. 5	Wofford
Sep. 12	Appalachian State
Sep. 17	* at Louisville
Sep. 26	OPEN DATE
Oct. 3	Notre Dame
Oct. 10	* Georgia Tech
Oct. 17	* Boston College
Oct. 24	* at Miami
Oct. 31	* at NC State
Nov. 7	* Florida State
Nov. 14	* at Syracuse
Nov. 21	* Wake Forest
Nov. 28	at South Carolina
Dec. 5	ACC Championship (Charlotte BOA Stadium)

*ACC Conference Game
Note Home Games in BOLD

HEAD COACH DABO SWINNEY
www.clemsonigers.com



Date	Opponent
Sep. 5	at Furman
Sep. 12	at SC State
Sep. 19	Western Illinois
Sep. 26	Bryant
Oct. 3	Alabama A&M
Oct. 10	* Presbyterian
Oct. 17	OPEN DATE
Oct. 24	* at Monmouth
Oct. 31	* at CSU
Nov. 7	* Gardner-Webb
Nov. 14	* Kennesaw State
Nov. 21	* at Liberty

*Big South Conference Game
Note Home Games in BOLD

HEAD COACH JOE MOGLIA
www.goccusports.com



Date	Opponent
Sep. 3	North Carolina (Charlotte BOA Stadium)
Sep. 12	* Kentucky
Sep. 19	* at Georgia
Sep. 26	UCF
Oct. 3	* at Missouri
Oct. 10	* LSU
Oct. 17	* Vanderbilt
Oct. 24	OPEN DATE
Oct. 31	* at Texas A&M
Nov. 7	* at Tennessee
Nov. 14	* Florida
Nov. 21	The Citadel
Nov. 28	Clemson
Dec. 5	SEC Championship (Atlanta Georgia Dome)

*SEC Conference Game
Note Home Games in BOLD

HEAD COACH STEVE SPURRIER
www.gamecocksonline.com



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BUSINESS





The Horry Georgetown Home Builders Association is proud to announce that its 5th Annual Home Improvement & Outdoor Living Show will be held September 11-13, 2015 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.

They're also looking at ways to make their homes 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!

- 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.






People 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.

The 2015 Home Improvement & Outdoor Living Show Issue of Building Industry Synergy will be distributed to show attendees in the Myrtle Beach Convention Center September 11th-13th, in addition to being mailed out the week prior to the show. To advertise in this issue, call (843) 945-4452 or email info@sc-bis.com.

To reserve your space in this year's show or for further information please call 843-438-4124 or email rao@hghba.com. ■

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2015 Home Improvement & Outdoor Living Show

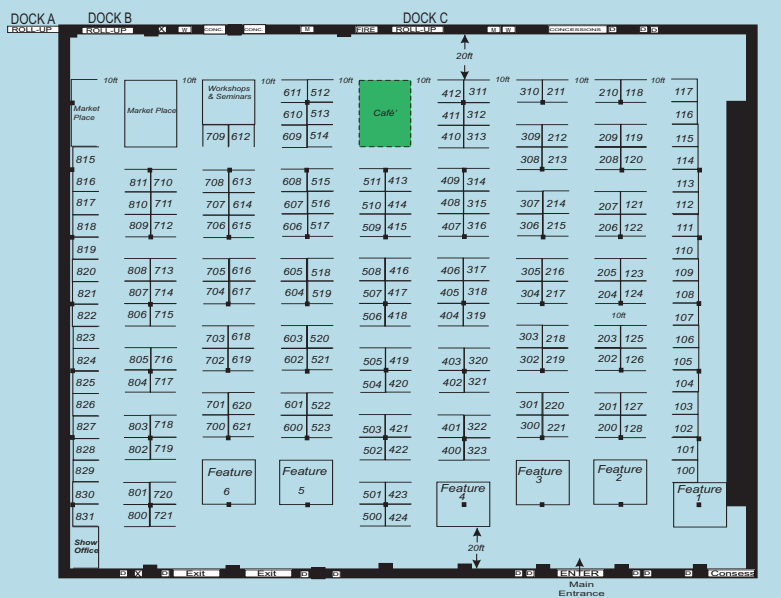


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Home Builders Association of SC

Currently promoting, protecting and saving money for licensed builders and developers in SC.

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The Better Business Bureau of Coastal Carolina knows the infamous hurricane season is right around the corner! To help make sure your business is fully prepared, check out the Disaster Recovery plan provided by your local Better Business Bureau.

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Creating a quality indoor or outdoor kitchen space is a sound property investment decision as well as providing enjoyment for your family and friends.

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Housing Starts in US Reach 2nd Highest Level Since 2007

Building permits for single and multifamily properties, a gauge of future construction, climbed to an almost eight-year high.

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Synching History – The 1923 Swing Bridge Tragedy

It was determined the 1923 deaths of six innocent people in the Waccamaw River were deliberately caused, but no one was ever punished.

PAGE 21

Builder Confidence Hits Highest Level Since November 2005

“The fact that builder confidence has returned to levels not seen since 2005 shows that housing continues to improve at a steady pace,” said NAHB Chairman Tom Woods, a home builder from Blue Springs, Mo. “As we head into the second half of 2015, we should expect a continued recovery of the housing market.”

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CRM Services – The Total Property Maintenance Solution

Providing comprehensive property repair, on-going maintenance, renovation and construction work around the clock, every day, this varied group of in-house professionals deliver an unmatched experience for commercial and residential properties alike.

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Window Treatments – Interior & Exterior

Window coverings create and enhance interior and exterior design. Not only defining style and adding beauty, they can also offer an important weather safeguard.

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2015 HBA of SC Convention – October 23rd-25th in Asheville, NC

Reserve your room at the beautiful Renaissance Asheville Hotel before September 25th and receive a special HBA of SC member discounted rate.

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Myrtle Beach Area Chamber of Commerce

At a time when you need it most, a strong business resilience strategy can save you time, effort and money.

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GOOD COMMUNICATION What Happened To The KISS Principle?

For the most part, everyday communication can and should be simple. Somehow, we have gotten away from these tried-and-true principles.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

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on the cover

The CRM Management Team is committed to providing comprehensive property repair, maintenance and construction solutions for Property Managers, Property Owner Associations and Home Owner Associations throughout the U.S. Their comprehensive range of commercial and residential services offers clients turn-key solutions for everything from new construction and renovation to everyday maintenance.

EDITORIAL CALENDAR

2015-2016

A Business to Business Resource Promoting Community Growth

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FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW 2015

- Bathroom: Design & Remodel
- Millwork: Door-Window-Specialty Item
- Lighting

Space Reservation: August 12, 2015

Material Close: August 19, 2015

NOVEMBER-DECEMBER 2015

- Exterior Product: Roofing & Siding
- Home Automation: Security & Home Theater
- Marketing to the Building Industry

Space Reservation: October 9, 2015

Material Close: October 16, 2015

SPRING HOME SHOW 2016

- Financial Institution: Commercial-Investment-Lending
- Local Building Supply
- Sunroom & Enclosure
- Site Work: Brick-Concrete-Paving

Space Reservation: January 8, 2016

Material Close: January 15, 2016

MARCH-APRIL 2016

- Floor Covering
- Design & Architecture
- Energy Efficiency

Space Reservation: February 26, 2016

Material Close: March 4, 2016

MAY-JUNE 2016

- Pool & Spa
- Landscaping: Curb Appeal
- Outdoor Living Space

Space Reservation: April 8, 2016

Material Close: April 15, 2016

JULY-AUGUST 2016

- Kitchen Design: Indoor & Outdoor
- Window Treatment & Covering

Space Reservation: June 8, 2016

Material Close: June 15, 2016

Submit all materials to: info@sc-bis.com

Each issue is direct mailed to target audience and posted online 30 days from material close date.

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We're In Business To Keep You In Business

In 2015, the Home Builders Association of South Carolina (HBASC) worked diligently to advance the issues most important to our members. The HBASC was actively engaged in more than 100 bills during the first year of the 2015-16 legislative session to promote and protect the vital work of homebuilders and developers across South Carolina. Our efforts included:

Successfully opposed mandated residential fire sprinklers in the building code: Over \$180 million in annual savings.

Passed budget proviso for state-specific high wind and seismic zone mapping: Over \$150 million in annual savings.

Supported legislation to prevent enforcement of erroneous building code section requiring fireproofing of floor joists in



crawlspaces: Over \$25 million in annual savings.

These items along with other legislative and regulatory issues including health and unemployment insurance, local government policies, septic tanks, and building codes created total savings of over \$355 million for 2015 alone!

Your HBA influences government on all levels. Our goal is to protect affordable housing and to stop needless regulatory costs, which ultimately trickles down and affects everyone who works in the home.

If you know 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 please call (843) 438-4124 or email rao@hghba.com. ■



2015 Horry Georgetown Home Builders Association President, Rob Clemons, presents a check to Carla Schuessler, Executive Director, Habitat for Humanity. The Home Builders Care contribution was to help replace tools recently stolen from Habitat's storage trailer.



The Horry Georgetown Home Builders Association proudly supports "Day of Hope" for children in Horry County. Harry Dill, Home Builders Care Committee Chairman, presents a check to David Spires in June.

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Think HBA First
Do Business With a Member



2015 Calendar of EVENTS

AUGUST

- 6** Annual HGHBA Golf Tournament / Awards Dinner - Parkland Course - Legends Golf Club
- 11** HGHBA Board of Directors Meeting

SEPTEMBER

- 11** HBA of SC Fifth District Meeting – Myrtle Beach Convention Center
- 11-13** 2015 Fall Home Improvement & Outdoor Living Show in MBCC
- 28-29** NAHB Fall Board Meeting

OCTOBER

- 20** General Membership Luncheon in Rioz
- 23-25** HBA of SC Convention – Renaissance Asheville Hotel

NOVEMBER

- 12** Fall Clay Tournament – Backwoods Quail Club in Georgetown
- 16-18** Southern Builders Network
- 17** General Membership Luncheon in Rioz
- 19** HBA of SC Legislative & Strategic Planning Session / Leadership Training / Board Meeting

DECEMBER

- 15** HGHBA Board of Directors Meeting

FEBRUARY 2016

- 5-6** 2016 Spring Home Show in MBCC

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.



2015 HGHBA president, Rob Clemons, discusses the new business at the June 16th luncheon meeting in Rioz.



The HGHBA new member inductees at the June 16th meeting in Rioz were (from left to right): Brett Ikerd with Metal Roofing Systems & Supplies, Izzy Wise with Builders Digital Experience (BDX), Suzette Hendricks with TD Bank, Kent Gray with Landmark Homes of SC, Paul Gray with Landmark Homes of SC, Stan Godshall with Port City Elevator & Seth Newman with Port City Elevator.

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Prepare Your Business In Advance For The Best Recovery

by Kathy Graham, *President - CEO*
Better Business Bureau Serving Coastal Carolina

The Better Business Bureau Coastal Carolina knows the infamous hurricane season is right around the corner! To help make sure your business is fully prepared, check out the following Disaster Recovery plan provided by your local Better Business Bureau.

Best Disaster Recovery plans consist of key action steps along with a list of key contacts and their contact information for authorizing timely recovery.

3. Incident Response.

During the incident response process, be aware of any out-of-normal situations, quickly assess the situation (and any damage) to make an early determination of the severity. Attempt to contain the incident and bring it under control. Notify management and other key contacts.

4. Activate Your Plan.

Based on the findings from incident response activities, the next step is to



Mapping out a successful plan for disaster recovery.

FACT:

1 in 4 businesses never re-open their doors after a disaster

Prior statistics prove why it is important for every business owner to have a Disaster Recovery Plan in place IN ADVANCE!

1. Introduction.

A Disaster Recovery plan introduces the purpose and scope of best recovery solutions and procedures along with who has approved the plan and who is authorized to activate it.

2. Roles and Responsibilities.

Define individual roles and responsibilities of Disaster Recovery team members; their contact details; spending limits; and the parameters of their authority in a disaster situation.

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determine if disaster recovery plans should be launched, what data is needed and who makes the determination. Included should be assembly areas for staff (primary and alternates); procedures for notifying and activating DR team members; procedures for standing down the plan if management determines the DR plan response is not needed.

5. Documentation.

Plan document dates and revisions are essential. Include dates of revisions, what was revised and who approved the revisions.



Disaster relief team serving the community.

6. Procedures.

Once Disaster Recovery is launched, assigned DR teams proceed with response and recovery activities as specified. The more detailed the Disaster Recovery plan is, the more likely the affected asset will be recovered and returned to normal operation. Technology DR Plans can be enhanced with relevant recovery information and procedures obtained from system vendors. Check with your vendors while developing your DR plans to see what they have in terms of emergency recovery documentation.

7. Appendixes - VERY IMPORTANT.

Include systems inventories, application inventories, network asset inventories, contracts and service-level agreements, supplier contact data, and any additional documentation that will facilitate recovery.

In times of a natural disaster, it is very important for businesses to be first responders within our community. It is also very important to stay true to your ethical business practices so you can remain a staple part of your community. Do not let your

business become one of the 25% that do not reopen after a natural disaster. Practice is the key to success here; make sure your DISASTER RECOVERY plan becomes second nature to all your employees.'



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Celebrating 15 Years In Business

Indoor & Outdoor Kitchens Provide Positive Influence For The Person, The Family & The Property Investment

by Sylvia Trembley

The kitchen, both indoor and outdoor, is one of the most important as well as popular spaces in a living environment. It provides a platform for coming together to share good food and conversations on politics, social issues, current events and lots more! Creating a quality indoor or outdoor kitchen space is a sound property investment decision as well as providing enjoyment for your family and friends. The following 3 Grand Strand businesses, each locally owned and operated, offer a wide scope of professional kitchen solutions for both residential and commercial applications: ATLANTIC KITCHENS; EASTON INDUSTRIES; FORD'S FUEL & PROPANE.

ATLANTIC KITCHENS

Your Local Kitchen & Bath Experts

(SEE ATLANTIC KITCHENS AD ON INSIDE FRONT COVER OF THIS ISSUE)

'Desiring to always surpass the customer's expectations, along with maximizing the customer dollar,' Mike Dixon, owner of ATLANTIC KITCHENS, developed a business vision to offer a quality kitchen and bath product to the building contractor as well as the homeowner along the South Carolina Grand Strand. In 2008, Mike opened his first Atlantic Kitchens business location in Murrells Inlet, managed by Rich Konopka; followed by a Little River location in 2011, managed by David Johns; and now in 2015 a third business location in Myrtle Beach, managed by Pat Howell.



Atlantic Kitchens managers – Murrells Inlet, Rich Konopka (left); Little River, David Johns (middle); Myrtle Beach, Pat Howell (right).

High Point, NC pioneer in cabinet design and quality manufacturing. With extraordinary customer service and timely delivery, Marsh Furniture guarantees an excellent product, always continuing to be *'future focused'* with current trends and design.



Atlantic Kitchens Myrtle Beach showroom located at 854 Jason Boulevard (frontage road parallel to Bypass 17 next to the Mercedes-Benz Dealership).

Ready to provide assistance in creating the perfect kitchen or bath product design solution for each new construction or remodeling project, the Atlantic Kitchens management team has earned over *'60 years combined experience and skill in the industry'*.

Atlantic Kitchens provides a broad range of factory-built cabinets along with offering all-wood custom cabinetry built to the customer's specifications. Best materials, finishes and accessories compliment cabinet



Traditional kitchen and bar with enhanced cabinet detail.



Contemporary cabinet style and hardware compliment this kitchen designed for entertaining.



Beautiful granite countertops highlight the extraordinary cabinet detail in this kitchen.

design styles ranging from traditional to transitional to contemporary to ultra-modern. To enhance each kitchen and bath

cabinetry project, Atlantic Kitchens provides a full line of granite, quartz and laminate countertop options. Atlantic Kitchens takes pride in their ability to create affordable, attractive and functional kitchens whether the customer is 'on a budget', or desiring that extraordinary dream kitchen.

Atlantic Kitchens, with a commitment to community, is a member of the Better Business Bureau, the Horry Georgetown Home Builders Association and the Myrtle Beach Area Chamber of Commerce. Owner Mike Dixon appreciates the opportunity to work with and support local schools and charities along with continued building industry, homeowner and community relationships. "Our goal is to exceed your expectations", states Mike Dixon.

For more information, contact the Murrells Inlet showroom located at 11680 Hwy 17 Bypass, 843-651-6161; the Little River showroom located at 1630 Hwy. 17, 843-663-1122; the Myrtle Beach showroom located at 854 Jason Boulevard, 843-808-9889; also view www.marshfurniture.com. ■

EASTON INDUSTRIES

EASTONITE Countertops – For New Construction & Remodeling Projects

"Do what you say you're going to do when you say you're going to do it" is the EASTON INDUSTRIES motto, understanding both timing and scheduling are critical to the building process. For more than 20 years owner Mike Marcis preached this philosophy to customers and employees alike. In 2013, Mike sold the company to a husband and wife team. After 2 years, the couple realized the business just wasn't for them and asked Mike if he would take the company back over. In May of 2015, Mike again took control of the company he had run successfully since 1992. He couldn't be happier to be back doing what he knows best. *"I was very fortunate to be able to step back in and appreciate the opportunity the previous owners gave me. I'm also very fortunate to have virtually all of my original Easton staff still intact which made the transition simple and seamless. We are all excited to get back to the basics of our bath and kitchen business."*



Mike Marcis, Easton Industries owner and operator.

First and foremost, Mike wants to re-establish the brand recognition of 'EASTONITE' kitchen counters and 'BATH TRANSFORMERS' tub and shower renovations.

(Continued on page 14)



Easton Industries, located at 550 Piedmont Avenue in Myrtle Beach across from Coastal Grand Mall next to Bypass 17.

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These brands were established back in 2007 when the recession was taking hold of the economy and the new construction business slowed dramatically. 'EASTONITE' kitchen counters are a cast polymer countertop that has a built-in sealer and resembles the solid surface and granite look that is popular today. The counters cost a lot less than the other products. Best of all, 'EASTONITE' can be installed directly over an existing kitchen counter, eliminating demolition and allowing the customer to "have breakfast on your old countertops and dinner on your new ones".



Easton Industries offers a broad selection of Tyvarian® backsplashes and accent pieces to enhance your countertops.



The 'BATH TRANSFORMERS' division of Easton Industries provides complete tub and shower renovations in just 2 days using cultured marble products to replace old tile or fiberglass units. The completed job includes brand name plumbing fixtures and a new shower door enclosure. The final price is typically 25-50% less than national brand renovation companies.

Easton Industries' core business has always been and will always be providing cultured marble products for new construction projects. "Through the years we appreciate the continuing relationships we have established with local custom builders and national tract home builders whose emphasis is on delivery of a superior quality product within budget and on time. Property management companies in the area have put their trust in us to deliver finished kitchen and bath renovations on time and on budget and we are grateful for that trust. You have to earn that trust every day on every job. We've been doing this for a long time and are committed to providing continued quality products and service to the contractor or homeowner who is having their project done by us today", states Mike Marcis.

The Easton Industries service footprint reaches throughout Horry and Georgetown counties and stretches west to Florence and north up to Southport, NC.

For more information you may contact Easton Industries at 843-448-2354; view website at www.eastonind.com. ■

FORD'S FUEL & PROPANE Present Aluminum Modular Outdoor Kitchens

Outdoor kitchen innovative solutions are offered in the broad quality product line provided by Ford's Fuel & Propane. Continuing to be inspired by the business vision of Ford's Fuel & Propane 1923 founder Walter Boyd Ford, today business owners Frankie Ford and Bunky Ford continue to respond to lifestyle trends along with keeping a close eye on the needs of the consumer.



Bunky Ford (left) and Andy Brittain (right) show the Alfresco Outdoor Kitchen in Ford's newly remodeled outdoor showroom.

Ford's business embraces the popular outdoor kitchen lifestyle in providing affordable quality high grade stainless steel appliances, outdoor kitchen design flexibility, always insuring top safety conditions as well as offering clean energy efficient propane fuel.

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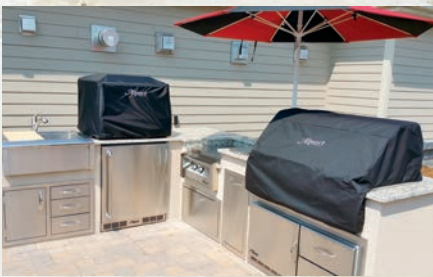
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Ford's Fuel & Propane will build an aluminum framed outdoor kitchen custom design perfect for each unique space. You may include the outdoor grill of your choice. A Blaze stainless steel grill is shown above.

specialists are ready to assist the homeowner, building contractor or property management professional in creating the perfect outdoor kitchen style to meet and exceed the needs of each customer.



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The Alfresco Versa Sink alongside the Alfresco Countertop Pizza Oven with stone insert. Above is the Alfresco outdoor rated refrigerator with double drawer and door combo storage option.

Ford's Fuel & Propane skilled team is ready to design and install your ideal outdoor kitchen living area. Andy Brittain, a member of the Ford's team, brings 17 years of product experience and knowledge to assist in creating the ideal outdoor living space for each customer. Ford's introduction of top of the line pre-fabricated aluminum modular outdoor kitchen products insure safety as well as provide expanded flexibility in customizing each overall desired unique footprint. The affordable modular outdoor kitchen system is quick and easy to install. The customer is able to customize their outdoor kitchen by choosing from a wide

selection of stainless steel outdoor grills, refrigerators, drawer and door storage options, sinks and other accessories to make the perfect outdoor kitchen. A broad range of options are offered to complete your outdoor kitchen design style, including stacked stone, stucco or granite. Stand alone fire urns, fire pits, fire falls add a special ambience to the overall outdoor kitchen environment.



Custom outdoor fireplace with custom stack stone. The fire pit is made by Hanover Outdoor Living.

To add comfort to the outdoor living experience, Ford's provides an extensive line of ready available outdoor furniture to choose from. The product options offered are endless to fit the needs of the customer! Ford's will assist each customer in completing the best outdoor kitchen design for each unique space.

Ford's Fuel & Propane is a 'One Stop Shop' from design to product purchase to installation to 24 hour on-call service 365 days a year. As a family owned and operated business since 1923 with SC locations in Loris and North Myrtle Beach and Supply, NC, Ford's guarantees personalized attention to each and every customer. "We stand behind our products, service and community" says Bunky Ford. For more information or to schedule a FREE consultation, call 800-615-5981; view fordsfuelandpropane.com. ■

Housing Starts in U.S. Surge to Second-Highest Level Since 2007

New-home construction in the U.S. climbed in June to the second-highest level since November 2007 as builders stepped up work on apartment projects.

Housing starts rose 9.8 percent to a 1.17 million annualized rate from a revised 1.07 million in May that was stronger than previously estimated, figures from the Commerce Department showed in Washington. The median estimate of economists surveyed by Bloomberg was a 1.11 million rate. Ground-breaking on multifamily dwellings jumped 29.4 percent.

Building permits for single and multifamily properties, a gauge of future construction, climbed to an almost eight-year high, the report showed. Steady job

gains, low mortgage rates and a gradual easing of lending standards are propelling sales, indicating housing will become a bigger source of strength for the economy.

“They’re pretty positive numbers,” said Lewis Alexander, chief economist at Nomura Securities International Inc. in New York. “You’ve got decent employment growth that’s been particularly good for young people, you’ve got relatively low interest rates, somewhat easing of credit standard – all of those things are helping.”

Estimates for housing starts in the Bloomberg survey of 76 economists ranged from 1.03 million to 1.23 million. The May figure was revised up from 1.04 million.

The gain in starts of multifamily homes followed a 16.9 percent decrease the previous month and a 37.5 percent April surge. Data on these projects, which have led housing starts in recent years, can be volatile.



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Single-Family Homes

Starts of single-family houses eased to a 685,000 rate from 691,000 a month earlier, the report showed.

Three of four regions had a decrease in single-family construction in June, paced by a 27.3 percent drop in the Northeast and a 7.1 percent decline in West, according to the report.

Building permits increased 7.4 percent in June to a 1.34 million annualized rate, the highest since July 2007. They were projected to fall to 1.15 million.

Applications to begin work on single-family projects rose to 687,000 in June, the most since January 2008. Permits for construction of apartments and other multifamily dwellings rose 15.3 percent after a 20 percent jump the previous month.

The starts and permits data are consistent with a report that showed builders are increasingly confident in the outlook. The National Association of Home Builders/Wells Fargo said its sentiment gauge held July at the highest level since November 2005.

Builders and lenders alike are benefiting from an improving housing market.

“Housing activity has been especially encouraging with second quarter position to be the best quarter for home sales since 2007,” John Stumpf, chief executive officer at Wells Fargo Co., said on a July 14 earnings call. Employment opportunities and higher consumer confidence make “me optimistic that the economic expansion will sustain momentum into the second half of the year, and Wells Fargo should benefit from the increase in economic activity.”

A steadily strengthening job market “is perhaps the most important near-term driver for the homebuilding industry,” Bloomberg Intelligence analyst Drew Reading wrote in a July 10 research note. Even though average monthly payroll gains have slowed this year to around 208,000, that “may continue to provide a boost to demand,” he said.

Young Adults

Job gains among young adults – those 25 to 34 years old – may also help propel sales of entry-level homes, Reading wrote, especially as they set off on their own to form households. That could improve the outlook of companies such as LGI Homes Inc., D.R. Horton Inc. and KB Home, which have the most exposure to the



entry-level market.

Historically low borrowing costs, combined with rising rents, may also make home-buying more compelling. The average 30-year fixed-rate mortgage was 4.04 percent in the week ended July 9, compared to an average 9.4 percent in the 30 years leading up to the recession, according to data from Freddie Mac in McLean, Virginia. *For further information please visit NAHB.org.* ■



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Synching History

No Responsibility for Swing Bridge Tragedy

by Becky Billingsley

It was determined the 1923 deaths of six innocent people in the Waccamaw River were deliberately caused, but no one was ever punished.

In 1923 Myrtle Beach was a new and booming tourist community. People from the Conway area were eager to experience it. Some rode the train from Conway to the beach, but others drove automobiles, which were relatively novel. Since motorized vehicles still shared the roads with horses, carts and oxen – fewer than 130,000 autos were registered in South Carolina that year – roads were mostly unpaved. They were also narrow, and in many spots there was room for only one car at a time.

These were the road conditions when three carloads of friends and family drove home to Conway from Myrtle Beach a few minutes after midnight on August 28, 1923. The tropical rain-gusty weather, which was typical for late August in coastal South Carolina, made night driving even more difficult. In those days roads were lined with deep ditches and canals that filled quickly, and they often flooded.

The first car carried teens and young adults. The second car contained a young family: Sutton and Cornelia Cullipher and their three children ages 2-7; Sutton's brother, Willie, who was driving; and a young woman named Kitty Belle Norman. In the third car were Marvin Connor and his wife, Cora Ellen Conner, Mrs. E.G. Norman (Kitty's mother) and



The swing "through truss" bridge from where the Marvin Connor's Dort went into the Waccamaw River in 1923 was about a third of a mile upstream from the current Main Street bridge in Conway. **Horry County Museum collection.**

Kever Owens.

The first car in the line made it home safely. The second vehicle, which was a Dort, (Dorts were made in Flint, Michigan, from 1915-1924) was almost to Conway when a Ford sedan with one headlight approached it from behind. Willie Sutton was looking for a safe place where he could pull over and let the Ford pass, but the driver wouldn't wait. He passed the Suttons' car, and in the process the Ford clipped the Dort's left fender.

The steering wheel was jerked out of Willie Cullipher's hands, and then the Dort tipped into the ditch. No one was seriously injured except Sutton Cullipher. He recently had several operations for appendicitis, and his incision ripped open. It was a mortal wound, the coroner later said, and Sutton screamed in pain.

The one-eyed Ford stopped, and someone got out. The person heard Sutton's agonized wails, and then Willie shouted that he'd get the Ford's license number and let the law deal with them. The person got back in the Ford, and the car and its several occupants, which Willie said included at least one woman, sped away.

About 10 or 15 minutes later, as the rain fell harder, Marvin Connor pulled up to the crash scene. He was also driving a Dort.

It was quickly decided that Marvin and his wife would take Sutton and Cornelia Cullipher, and their three children, to the hospital in Conway. The other people who had been in the two cars got out and started walking.

Marvin Connor drove slowly, with



Marvin and Cora Ellen Connor had seven children. At the time of Cora Ellen's death only their youngest, Roberta, still lived at home. Ellen Walsh collection.

Sutton Cullipher moaning in pain all the while. It must have been terrifying for the seven people in that Dort, but especially so for the three young children listening to their father's cries. He kept saying that he felt like he was going to die, and that he was all broken up inside.

The Dort had to cross the Waccamaw River to Conway over a circa 1912 swing "through truss" bridge. It was about a third of a mile upstream from where the current Waccamaw River Memorial Bridge is located, and nearby bridge tenders who worked at an ice plant on the Conway side of the span opened it when tall boats needed to pass through. But at night, people could normally count on the bridge being available for automobile traffic. In those days there were no electric lights or alarms to indicate the bridge was disconnected.

There was a slight incline to get up to the one-lane bridge, so Connor goosed the accelerator a bit. Too late, he realized the swing bridge was "slam open," and the car plunged almost 20 feet into the

river. The friends and family members who had been walking toward the bridge heard the screams as the car fell, and they took off running. They arrived about the same time Marvin Connor climbed out of the water, and their screams for help alerted someone on the west bank, who sounded the ice plant's emergency alarm.

The bridge tender, shocked that the bridge was open, noticed a safety chain that normally secured the closed bridge was dangling free. Someone, he was convinced, opened the bridge on purpose.

He quickly closed the bridge, and then crossed to the west side to learn from Marvin Connor that his wife and the Cullipher family were missing. It took all night to recover the Culliphers' bodies. The three children were in the Dort's back seat with their mother, and Sutton Cullipher was nearby but outside the car. The body of Cora Ellen Connor, a 50-year-old mother of seven children, was found two days later on Thursday, Aug. 30, more than a mile downstream from the bridge.

A coroner determined that Sutton Cullipher would have died from injuries he received in the initial hit-and-run crash. The children, their mother and Cora Ellen Connor had drowned. Their bodies were soon buried – the Culliphers in Jones Nichols Cemetery near Mullins, and Mrs. Connor was interred at Juniper Bay Baptist Church near Conway. News of the tragedy was in newspapers throughout the United States.

(Continued on page 20)



Sutton and Cornelia Cullipher, and their three children, are buried near Mullins. Becky Billingsley collection.

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In Conway, the hunt was on for whomever was driving the one-eyed Ford that clipped the Cullipher vehicle. It was widely believed around Horry County that someone riding in the Ford drove to the swing bridge and purposely opened it for the reason of avoiding responsibility and punishment for running the Culliphers' car into the ditch. They likely didn't mean for anyone to drive into the river, many people surmised, but their actions caused it all the same.

Two inquests were held – one the day after the tragedy, and one two weeks later. It was revealed that there was a one-eyed Ford observed crossing the swing bridge about 10 or 15 minutes before midnight. Its occupants were all in their early 20s, and at least one of them was a member of a local wealthy family. The young adults had been to the Myrtle Beach Pavilion that night, and they all said they had not been drinking.

Although Prohibition (1919-1933) was law in 1923, Horry County was rife with illegal alcohol sales, from rum and whiskey runners to local stills that produced moonshine.

Immediately after the Dort went into the river, a Conway policeman hunted down the one-eyed Ford he observed crossing the swing bridge just before midnight. He verified it had only one working headlight, and he also reported the right fender had an area rubbed clean of dirt. The local newspaper reported in mid-September that a surprise witness came forth to provide an alibi for that Ford and its occupants.

No one was ever indicted for the swing bridge tragedy. The inquest decision said while it was believed that the Cullipher vehicle was wrecked by another car, and that the swing bridge was opened by a human being that night, there was not enough evidence to assign blame to a particular person or persons.

Becky Billingsley is the author of "Wicked Myrtle Beach and the Grand Strand," which will be released on July 20, 2015. The book contains more details of the swing bridge tragedy. For further information regarding any of the above information email beckybillingsley37@gmail.com. ■

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Builder Confidence Hits Highest Level Since November 2005

On July 16th it was reported that builder confidence in the market for newly built, single-family homes in July hit a level of 60 on the National Association of Home Builders/Wells Fargo Housing Market Index (HMI), while the June reading was revised upward one point to 60 as well. The last time the HMI reached this level was in November 2005.

“The fact that builder confidence has returned to levels not seen since 2005 shows that housing continues to improve at a steady pace,” said NAHB Chairman Tom Woods, a home builder from Blue Springs, Mo. “As we head into the second half of 2015, we should expect a continued recovery of the housing market.”



“July’s reading is in line with recent data showing stronger sales in both the new and existing home markets as well as continued job growth,” said NAHB Chief Economist David Crowe. “However, builders still face a number of challenges, including shortages of lots and labor.”

Derived from a monthly survey that NAHB has been conducting for 30 years, the NAHB/Wells Fargo Housing Market Index gauges builder perceptions of current single-family home sales and sales expectations for the next six months as “good,” “fair” or “poor.” The survey also asks builders to rate traffic of prospective buyers as “high to very high,” “average” or “low to very low.” Scores for each component are then used to calculate a seasonally adjusted index where any number over 50 indicates that more builders view conditions as good than poor.



Two of the three HMI components posted gains in July. The component gauging current sales conditions rose one point to 66 and the index charting sales expectations in the next six months increased two points to 71.

Meanwhile, the component measuring buyer traffic dropped a single point to 43.

Looking at the three-month moving averages for regional HMI scores, the West and Northeast each rose three points to 60 and 47, respectively. The South and Midwest posted respective one-point gains to 61 and 55.

Editor’s Note: The NAHB/Wells Fargo Housing Market Index is strictly the product of NAHB Economics, and is not seen or influenced by any outside party prior to being released to the public. HMI tables can be found at nahb.org/hmi. More information on housing statistics is also available at housingeconomics.com. ■



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CRM provides complete maintenance services 24/7 at the Coconut Malorie in Ocean City, Maryland. CRM's rapid response to all types of service calls (at any hour), grounds maintenance, proper care for pools, and routine building maintenance ensure an optimum vacation experience for guests of this popular coastal resort.

CRM SERVICES

THE TOTAL PROPERTY MAINTENANCE SOLUTION

by Peggy Mishoe

Along sandy beaches, mountain slopes and many places in between, the staff at CRM Services is making life easier for Property Managers, Property Owner Associations and Home Owner Associations across the U.S.

Providing comprehensive property repair, on-going maintenance, renovation and construction work around the clock, every day, this varied group of in-house professionals deliver an unmatched experience for commercial and residential properties alike. The team at CRM is giving clients peace of mind in a business that can be nerve-wracking, especially when it comes to vacation rental properties where satisfaction and happiness of short-term guests make all the

difference in success or failure.

“We are changing what most people have come to expect as the norm in our industry and taking customer service to a new level,” said Keith Errico, CRM Services’ Chief Executive Officer. “We understand and take great concern for the issues and daily challenges that resorts and property managers face. That’s why our customers have peace of mind knowing we are working for them 24/7,” Errico Added. When asked about how CRM is paving the way for customer service Errico went on to say, “At CRM our team approaches every project, no matter if it is a ground-up construction project or a simple task like changing a light bulb, with unmatched response times and personal attention.”

The commitment to service and

providing a total solution for their customers doesn’t just reside at the top. When speaking to CRM’s Construction Manager, Marcus Lopez he said “I am very proud to be part of the team here at CRM. Our main focus is to lead the industry in providing the best property service in all aspects of construction, repair and maintenance.”

He adds, “With having numerous trades in-house, we are able to provide prompt service with the professional skills required for every task. CRM will continue to succeed in our industry due to our team members striving to make every customer completely satisfied and beyond.” If you ask many of the luxury oceanfront resorts along South Carolina’s Grand Strand and throughout the U.S. how they keep

their properties in pristine condition you will find they have one common answer. CRM Services.

With 122 units, three pools, landscaping and so much more to be responsible for, Peppertree Ocean Club's General Manager, Michael Pawlowski, appreciates the quality service the resort receives from CRM Services.

Because no job is too large or too small for CRM to handle proficiently and punctually, one phone call is all that has been necessary to take care of all sorts of daily tasks including everyday landscaping and maintenance and even much larger scale projects such as a complete exterior renovation including the pool, sealing the windows and renovation of each individual unit.

For vacation properties like Peppertree Ocean Club, quick service when their heating and air conditioning systems fail is extremely important. CRM Services provides emergency repair day and night, and Michael said they always respond to those problems within 15 to 30 minutes. That prevents the resort from having to move guests into different units, saves the cost of having to clean the units again and ultimately preserves their guests' vacation experience at the resort. That is just one way CRM Services helps property managers and owners like Michael save money, avoid stress and keep their visitors happy and coming back year after year.

The Noble Company of S.C. LLC, a locally owned full service real estate property management company with over 30 years of success along the Grand Strand has

relied on CRM Services for many of their single and multi family homes and resorts along the Grand Strand. "They're Johnny on the spot," said Jennifer Harmon, Senior Vice President at The Noble Company.

CRM SERVICES

prides themselves
in being able to
work with their
clients as much or
as little as needed.

CRM provides everything from regular maintenance, electrical, HVAC and plumbing, to full service construction and renovation for the The Noble Companies' properties where utmost importance is placed on client satisfaction.

"In this business you really don't get but that one opportunity to make a good impression on a client." Jennifer said. "Everybody

is struggling to keep their guests happy, and I think the expectations are much higher these days than they have ever been and I think CRM does a good job," she said, adding that providing satisfactory service for vacation properties can be very challenging and demanding.

CRM Services understands what it takes to meet and exceed today's consumer expectations, particularly in the vacation industry as Jennifer described. For that reason, CRM Services perfected the one-call total solution process by hiring quality in-house professionals who are experts in their respective trades. This allows CRM to provide rapid response, 24/7, without having to rely on subcontracted work. Whether it's a hotel, resort, timeshare, condominium or anything in-between, CRM Services specializes in taking a custom approach to each project's individual needs while providing on-time, quality work at a fair price.

CRM Services prides themselves in being able to work with their clients as much or as little as needed. Hire CRM as your on site team, or



Here the team at CRM is working to remove and replace exterior window glazing at Peppertree Ocean Club in North Myrtle Beach, South Carolina. With expert training in all types of scaffolding CRM is able to reach the exterior of any level for needed repairs and maintenance.

to supplement your existing staff - either way, they can seamlessly assist you in delivering the goals for your property. Whether it's new construction, design build, construction management, renovation or FF&E, CRM Services employs a talented team of professionals in each division to assist you. When it comes to installation and repair their licensed and insured tradesmen in HVAC, plumbing & electrical are at your service. Additionally, for care and upkeep explore their integrated maintenance programs. From pools and spas, grounds maintenance and landscaping to painting, masonry & concrete, mobile maintenance for smaller sites and much, much more. There aren't many things CRM can't or won't do to assist you with your property needs.

One of the biggest issues property owners and managers face today are undelivered promises. That's why more and more property owners, managers, and representatives of homeowners' associations that seek to make

their jobs less stressful are turning to CRM Services to keep their properties in tip-top condition. The professionally trained tradesmen and technicians, who are licensed and insured, are there when they need them and able to meet all of their construction, repair and maintenance needs. There's one thing CRM Services doesn't offer, and that is unmet promises.

As a member of the American Resort Development Association (ARDA), The Horry Georgetown Home Builders Association, Home Builders Association of South Carolina and the National Association of Homebuilders,

CRM Services is a locally owned company that was founded right here in Myrtle Beach, South Carolina. Even though their clients stretch from coast to coast, and they employ a talented team in over 14 states, they are proud to call the Grand Strand their home.

CRM Services offers free estimates and can help guide you through project planning. All you have to do is make one phone call and the professionals at CRM will be there to help you accomplish your goals, whether they are as large as constructing a brand new building or as small as just changing a light bulb.



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CRM provides in-unit service calls around the clock for the 234 guest units at Blue Heron, located near Disney's Magic Kingdom in Orlando FL.

Window Covering Styles Can Range From Creative Aesthetic Design To Providing Protection From Extreme Weather Conditions.

by Sylvia Trembley

Window coverings create and enhance interior and exterior design. Not only defining style and adding beauty, they can also offer an important weather safeguard. Whether the window enhancement involves the many variations of blinds, shutters, designer fabric drapery selections and more, the result inspires purpose and overall dramatic impact on each home or business. Featured are 3 locally owned and operated companies serving the Grand Strand who each provide extraordinary window covering product solutions and service. Explore all the benefits to be gained by working with these top professionals! BURROUGHS SHUTTER COMPANY; URBAN INTERIORS, INC.; AAA BLIND & SHUTTER FACTORY.

AAA BLIND & SHUTTER FACTORY

Conveniently located in Little River, South Carolina, AAA BLIND & SHUTTER FACTORY offers a unique opportunity to their customers. In business since 1996, family owned and operated, AAA manufacturers over 80% of their custom window treatments in their 6500 square foot Little River manufacturing facility. The

Little River facility also houses their showroom with window treatment options shown in practical applications and samples to help provide guidance with product selection.

AAA's manufacturing capability enables them to insure quality control, competitively priced products plus a shorter wait time with



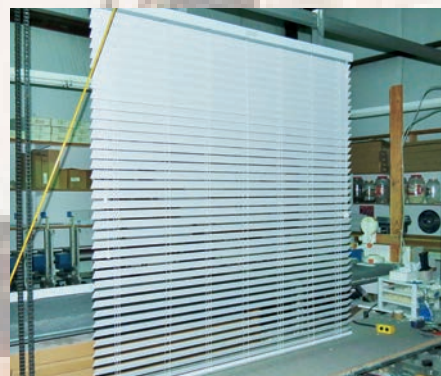
AAA 6500 square foot on-site manufacturing facility and showroom located in Little River, SC located at 9 Hwy. 90 East.

each order for their plantation shutters, faux wood blinds, solar shades and vertical blinds. In addition to custom made products from their factory, AAA BLIND & SHUTTER FACTORY expands product line selection through relationships with leading manufacturers such as Hunter Douglas.

AAA BLIND & SHUTTER FACTORY is known for their LOCALLY MADE products, superior customer service and attention to detail.

(Continued on page 26)

A large graphic advertisement for AAA Blind & Shutter Factory. At the top, a blue banner reads "Blinds, Shades & Shutters" with "manufactured" in a smaller font below it. The word "LOCALLY" is written in large, bold, blue letters. Below this, an orange banner says "FREE estimate! CALL NOW FREE installation!" with a hand icon pointing to the word "CALL". The text "We are proud to manufacture our competitively-priced, top-quality products right here in our Little River factory. Visit our showroom or call for a free estimate." is attributed to Hewitt Harned, Owner. Logos for BBB Accredited Business (A+ rating) and Angie's List 2013 Super Service Award are shown. The text "We also carry HunterDouglas Comfortex® Horizons™" is present. At the bottom, the address "Our showroom is located at 9 Hwy. 90 East, Little River Mon - Fri 9 - 5pm & Sat 10 - 1pm 843-280-6877 www.AAABlindandShutterFactory.com" is listed, along with the "AAA BLIND & SHUTTER FACTORY" logo.



A 2-inch 'Faux Wood' blind, in production, hanging from the framing rack.

Owner Hewitt Harned states 'word of mouth referrals and repeat customers are the foundation of our continued growth'. Offering free estimates, free installation and



Hewitt Harned, AAA Blind & Shutter Factory, owner and operator.

the ability to service their product after the sale are strong benefits of working with this hometown company.

AAA is an Angie's list service award winner and is accredited by the Better Business Bureau. Hewitt is proud of the AAA team for their dedication, attention to detail and desire to create a happy homeowner.



Kenny, a member of the AAA manufacturing team, responsible for the framing of the shutter, checks every detail for accuracy.

Whether the sun is melting you in your sunroom or you need window treatments that allow you to keep your beautiful view, Hewitt and his team have solutions to make your home more enjoyable and aesthetically pleasing.

Shutters are one of the best solutions for our area as the material used is durable



Jack, a member of the AAA team, puts the finishing touches on the shutter product.

enough to handle the harsh summer sun. They also help insulate your home during both summer and winter as well as look beautiful both from inside and outside the home. Whether you are looking for window treatment solutions for your home or for one of your customers, Hewitt's team can make the selection process enjoyable.

Since 1996, having earned the reputation for providing top quality window treatment products and superior service, AAA BLIND & SHUTTER FACTORY serves Horry, Georgetown and Brunswick counties.

For further information call (843) 280-6877, email Hewitt.Harned@yahoo.com or visit www.AAABlindandShutterFactory.com. ■

URBAN INTERIORS, INC. Interior Design For Builders, Architects & Homeowners

Growing up in the High Point Furniture Market area along with her mother being involved in the interior design business, Robin Johnson had early influence which set the stage for one day becoming founder and owner of URBAN INTERIORS, INC. After receiving a BS degree from Appalachian State University, Robin gained the opportunity to work with large furniture and textile companies and accomplish creative merchandising, fabric, color and design skills.

Inspired to continue to define and offer her interior design talent and passion, URBAN INTERIORS, INC. was born in 2003 in Greensboro, NC. In 2008, after meeting her husband, Robin moved to



Urban Interiors, Inc. owner, Robin Johnson, provides professional interior design for builders, architects and homeowners.



A charming Kiawah Island beach home.

Murrells Inlet, SC and began designing homes along the coast.

Offering professional interior design services for builders, architects and homeowners, URBAN INTERIORS, INC. provides 4 unique packaged design plans to accommodate projects of all sizes, including 3D project elevations and renderings to help the customer visualize a space.



A Garden City Beach custom designed dining space.

At the beginning of each project, a set budget and scope of work are established along with transparent design fees which provide the benefit of advance budget awareness. Building confident relationships with open communication regarding every aspect of the design process is a commitment with each URBAN INTERIORS, INC. customer.

Providing great design with creative and functional interiors is at the heart of Robin Johnson's business philosophy.



An exquisite living space defined by dramatic window coverings.

Blending modern and traditional styles with natural textures and bold, fun patterns describe Robin's favorite design aesthetic.

Whether the environment is new construction, home improvement or a home or business remodel, each design is unique and customized to the owner's needs and specifications and style. Robin's goal is to create a fun and enjoyable design experience for each customer.

URBAN INTERIORS, INC. vision going forward is to continue to grow business by partnering with local quality builders and architects to assist homeowners in the build and furnishings process. From a builder perspective, working with a knowledgeable interior designer eases the selection process for the builder and homeowner by keeping the project on time and on budget. A builder can discuss the benefits of working with a designer while drafting a contract with a set amount of interior design hours included as a line item. This approach makes hiring an interior designer less of a financial burden on the homeowner and the end result is a happy customer and a beautiful home.

Working relationships with builders and



Both comfort and color enhance this coastal designed living space.

architects such as Catalyst Architects, BEC Construction, Litchfield Plantation Development, Foxworth Construction, Derrick Blanton Construction, to name a few, continue to be both appreciated and enjoyed.

For more information, you may contact Robin Johnson with URBAN INTERIORS, INC., a member of ASID, American Society of Interior Design, at 843-209-7851, robin@urbaninteriorsinc.com or visit www.UrbanInteriorsInc.com. ■

BURROUGHS SHUTTER COMPANY

Privacy – Shade – Beauty – Protection

(PLEASE SEE BURROUGHS SHUTTER COMPANY AD ON PAGE 3 OF THIS ISSUE)

Stan Burroughs, owner and founder of Burroughs Shutter Company, born and raised in Conway, SC, built his company foundation on the importance of honesty and integrity, instilled by his father Joe Burroughs owner and founder of Burroughs Oil Company.



Matt Burroughs visits with a customer in her home. Burroughs Shutter Company installed the interior shutters for this home in Murrells Inlet.

The Burroughs team, with each member being a local Horry or Georgetown County native, is knowledgeable about the SC coastal landscape and best window

covering products available. Stan's nephew Matt Burroughs, upon graduation from Clemson University in 2002, joined the team with focus on continuing to work with building contractors, architects and homeowners in providing best exterior and interior shutter product solutions in both residential and commercial applications.

"Burroughs Shutter Company is committed to continuing to provide the best product, service and experience for every customer with the business vision to remain



Aluminum powder coated Bahama Shutters provide easy maintenance and classic style.



Impact Rated Bahama Shutters insure hurricane protection.

unmatched in the industry" says Matt Burroughs. Matt states the Burroughs team is 'second to none'. Nat Smith, with excellent product knowledge and skill, oversees all installations along with service and maintenance. Jim Griffith brings invaluable cabinetry knowledge and provides extraordinary attention to detail on each job.

(Continued on page 28)



Impact Rated Colonial Shutter style on front entrance of Pine Lakes Country Club in Myrtle Beach.

Burroughs Shutter Company, specializing in providing historically correct and functional hardware representing the old plantation home era, offers an extensive shutter product line for both exterior and interior.

Included are decorative and functional Board and Batten, Bahama, Colonial,



Fiberglass Bahama Shutters on home located in Debordieu Colony in Georgetown, SC

Raised Panel and Louvered shutter styles. Also offered is an extensive selection of hurricane protection impact rated shutter solutions such as Roll Downs, Accordion shutters and hurricane panel systems.

To provide the opportunity for the right product selection for each unique home or business, a variety of different materials including aluminum, marine grade fiberglass, structural PVC and wood composite are available to choose from. Zip Tex Solar shade systems are offered to provide convenient year-round protection from the elements. The possibilities for the right window treatment solution are endless with Burroughs Shutter Company!

Since opening in the year 2000, Burroughs Shutter Company appreciates

the continued opportunity through the years to build professional business relationships with individual homeowners as well as companies in the building industry like Singleton Construction, Lanford Construction, Paragon Construction, Chancel Builders, Coastal Structures and Dargan Construction to name a few. Burroughs Shutter Company's professional commitment is to provide the best products available along with the best installation in the industry to each customer. Centrally located in Murrells Inlet, SC and serving the area from Charleston to Wilmington.

For further information, please call (843) 651-3626, email BSC.Stan@gmail.com or BSC.Matt@gmail.com or you can visit www.BurroughsShutterCompany.com. ■



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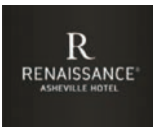
The Home Builders Association of South Carolina is pleased to announce the return of the HBASC State Convention to Asheville, NC! The convention will deliver a valuable benefit to our members and to provide a distinct advantage to anyone in the home building industry and also allow you and your family time to socialize, compete and have some fun.

The convention will provide you the perfect platform to acquire new business strategies, while increasing your knowledge of current building industry practices. It will offer an ideal and fun environment for establishing relationships and a means for increasing business profitability. Education sessions presented by the industry's most prominent experts, coupled with relaxing social events and the possibility for personal downtime, makes the convention a unique opportunity your entire family will enjoy.



Convention goers will enjoy an evening of fun, football and feasting! The Saturday night party will include a private party at the Highland Brewing Company. Members will be able to enjoy a tailgating party during Clemson's game against Miami at Miami, beer tasting (including a special seasonal tasting) brewery tours and the Pitch for PAC State Championship Tournament. Food prepared by the award winning Taste & See Food Truck.

Special Room Rates for the HBASC State Convention (\$249 per night) at The Renaissance Asheville Hotel! Complimentary self-parking free room internet service, access to business center and workout center. Make it a family vacation! Call: 1-800-468-3571. Room block is on a first come, first serve basis, so reserve your room today! Please mention the HBASC name for the special rate. Discount rate is available until **September 25, 2015**. Rates will be available 2 days prior and 2 days after convention dates subject to availability.



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There are recent indications of improving access to acquisition, development and residential construction (AD&C) financing as traditional lenders return to the market and new options for capital emerge – particularly for small to mid-sized home builders. However, the housing crisis fundamentally changed the world of finance. Getting money today involves new rules, requirements and documentation. During this session, you will hear directly from both debt lenders and equity investors regarding the new financing landscape and options that exist, and what they now look for from builders seeking capital. You'll learn how to present yourself, your company and your project, and get practical advice on negotiating terms. Fellow

builders will share their experiences securing alternative financing, and you'll even have an opportunity to "meet the money" as representatives from a variety of capital sources will be on hand ready to talk one-on-one about financing options for your business. Sponsored by 1st Financial Bank.

Panelist to date: Steven Mungo, CEO of Mungo Homes; Michael Maxwell, Head of Originations – Home Builder Finance 1st Financial Bank USA; R. Bird Anderson Jr, Executive Vice President at Wells Fargo; Rick Mandell, CEO of Aspen Portfolio Strategies, Inc.; Wade McGuinn, CEO of McGuinn Homes; Daniel M. Wallach, CEO of Shepherd's Finance, LLC; and others.

Special thanks to Norbord for becoming the Presidential Sponsor for the 2015 convention. Be sure to thank Norbord for their support and join them in their hospitality suite at the event.



Limited sponsorship opportunities are available! Contact Mark Nix for more information at mnix@hbaofsc.com or call 803-771-7408. You can also contact your local HGHBA at (843) 438-4124 or email rao@hghba.com.



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IDENTIFY RISKS Plan A Strong Business Resilience Strategy

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

In the world we live, disaster recovery is not an option, it's a must. Small business owners invest a tremendous amount of time, money and resources to make their ventures successful, yet, many owners fail to properly plan and prepare for disaster situations. According to the Institute for Business and Home Safety, an estimated 25 percent of businesses do not reopen following a major disaster. You can protect your business by identifying the risks associated with natural and man-made disasters and by creating a plan for action should a disaster strike. By keeping those plans updated, you can help ensure the survival of your business.

At a time when you need it most, a strong business resilience strategy can save you time, effort and money. Instead of typical strategies and execution for recovery, with business resilience strategies in place, your business can be

ready — right from the start.

Preparedness begins with creating a continuity plan that meets the needs of your business. Myrtle Beach Area Chamber of Commerce has expanded its hurricane information website to provide

basic guidelines to help businesses develop a business continuity plan for any type of business interruption. The chamber's new Business Interruption Planning website, MyrtleBeachBusinessInterruptionPlanning.com, offers the tools a business needs to prepare its own disaster recovery plan so that, should an interruption occur, it is able to resume operations. The site includes the basic elements of planning for a business interruption, recovering from a business interruption and creating a crisis communications plan for your business.

“The chamber's Business Interruption Planning website is a collection of articles, worksheets, samples and other resources designed to help you prepare for oncoming



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GOOD COMMUNICATION What Happened To The KISS Principle?

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

We live in a complex world. Our offices, cars and even our household appliances function at the hand of a computer. Television commercials for drugs have more disclaimers than content, and just recently General Electric released the 109,894 word annual report with approximately two-and-a-half times more words than the 'Great Gatsby'.

Do you really listen to those disclaimers delivered at the speed of sound or read those voluminous reports that take corporations and their PR firms weeks to prepare? Just as I thought – very few of you.

Granted some industries, like medicine and financial services and corporations doing business internationally, require this complexity. For the most part however, everyday communication can and should be simple. After all, if your industry is not highly regulated, then there is no reason to

write as if it were.

What happened to the KISS principle – that simple acronym that stands for 'Keep It Simple Stupid'? And how about Joe Friday's catchphrase, 'Just the Facts Ma'am,' made famous by the hit TV series, *Dragnet*?

Somehow, we have gotten away from these tried-and-true principles. I look at Facebook posts that go on and on and wonder what the writer was thinking. And, like you, I receive emails that are often abandoned because of the lack of clarity and

structure. Let's face it. If it takes too long to decipher the message, then most of us simply give up.



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Just how long will your audience continue to read until they, too, decide that enough is enough? According to a recent study by Microsoft, our average attention span is eight seconds – that's right – eight seconds, one second less than the attention span of a goldfish!

The study further explains that our attention span is actually four seconds less than it was in the year 2000. What happened within those 14 years? Enter the age of social media where Twitter has reduced the news to 140 characters and conversations have been whittled down to text messages. It is actually this digital era that has changed our brains, diminishing our ability for prolonged attention and increasing our appetites for more stimuli.

In order to be effective communicators, we need to plan our messages. Is it really that hard to think about what we are going to say and to whom we are going to say it? Why is it that in an era marked by brevity in messages, we still muddle up our communication with needless words and senseless thoughts?



It seems that I'm not the only one scratching my head. *Forbes Magazine* recently offered these tips for effective communication regardless of whether the message is delivered in person, over the phone, via pen and paper, or through social media.

- **Be crisp, clear and concise.**
Edit yourself, include specifics and keep it short.
- **Hit the headline first.**
Make important points at the beginning.

- **Begin with the conclusion.**
By starting with your conclusion, the first few sentences will contain most of your relevant keywords boosting not only readership, but your SEO.
- **Make it about them.**
Think of your audience and their interests and concerns.
- **Draw your audience out with open-ended questions.**
Open-ended questions involve the reader and increase retention.
- **If you can't say something nice, don't say anything.**
This may sound like something your mother told you, but the gist of the message is to never include negative examples that refer to real people or companies. Keep your communication factual. You want to be perceived as someone who can be trusted and whose word is credible.
- **Implement a No-Bull Rule.**
Don't beat around the bush. Say what you mean and take a stand.

So the next time you have a message to deliver, stop, think and regardless of the day of the week, remember Friday's principle, "Just the Facts Ma'am!"

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. ■

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