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- Myrtle Beach Regional Economic Development Corporation
- Working With An Experienced Designer
- Marketing: Consistency – Focus
- National Women Build Week: May 2-9
- 2015 New Home Parade
- Energy Efficiency
- Floor Covering

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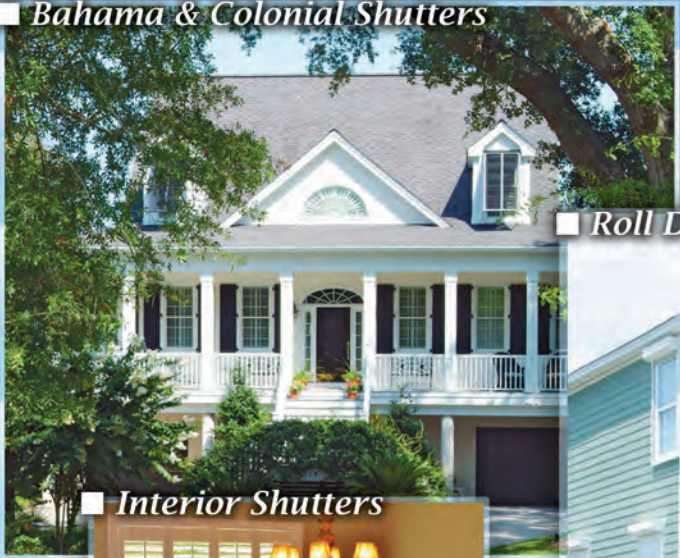
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President's Message

by Rob Clemons

Thanks to everyone that participated in the Home and Garden show in February. Based on the tremendous feedback from show attendees, I can say that the show was a great success.



As President of the association this year, I want to reach out from time to time to let everyone know about some of the great things this association has coming up. On Thursday, April 9th, the Clay Tournament will be held at Backwoods Quail Club in Georgetown. This tournament has grown every year and is a great time for all. We still have room for a few teams and will be accepting reservations all the way up until Wednesday, April 8th. I would also like to invite everyone to the Bird Supper in Columbia on Tuesday April 14th. The Bird Supper is a great chance to speak with members of the State legislature while having a great meal. The more people that we can bring from our HGHBA the more of an impact we have – so please let us know if you can attend.

Always remember that your membership in the association makes your company stand out as a committed member of your industry. Your company is a member of a group that protects the building industry, provides education, promotes fellowship and gives charitably to our community. When I'm looking for companies to work with, I look to the HGHBA first. Keep in mind, the more active you are, the more your membership will pay off in the long run. Join a committee, come to the luncheon meetings, and promote that you are a proud member of the HGHBA! It's made a huge difference for my company and I believe it will for you as well.

On behalf of the Board of Directors, thank you for being a member and all that you do.

– Rob Clemons
Dawol Homes, Inc.
2015 HGHBA President

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. ■

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Steve Goggans is an accomplished, award winning, architect out of Pawleys Island, SC. Steve and his long term staff of industry professionals have been involved in the architecture, planning, landscape architecture or interior design of literally hundreds of projects in this area over the last 30 years.

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Colonial Cooking Wasn't Always Rustic

Local author, Becky Billingsley, explores the history of colonial cooking in Horry County and across the Lowcountry.

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Denise Blackburn with Marketing Strategies explores the proven concept of consistency with your marketing & building your brand.

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The Return of the Parade of Homes in 2015

After a five year absence The Horry Georgetown Home Builders Association's Board of Directors has approved the return of the Parade of Homes in 2015. This year's parade will be held the weekends of September 18-20 & 25-27.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

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on the cover

SGA Architecture principal, Steve Goggans (left) with John Sands (right), senior Warden of Holy Cross Faith Memorial Church in Pawleys Island, SC. SGA Architecture won the SC AIA Merit Award for their work in the design of the Holy Cross Faith Memorial Church in Pawleys Island, SC. SGA also handled the interior design, as well as the landscape architecture for this project. Coastal Structures completed the construction. Steve Goggans also founded Paragon Custom Construction in 1997 and Paragon recently joined the Horry Georgetown Home Builders Association.

COVER PHOTO © CHUCK GEE

EDITORIAL CALENDAR

2015-2016

A Business to Business Resource Promoting Community Growth

Official Publication Of



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 building contractors, architects, building subcontractors, real estate developers, Realtors, property management companies 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 on-line "Building Industry Resource Guide", providing resource connection to a broad spectrum of products and services offered by the professionals in the building industry.

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MAY-JUNE 2015

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

Space Reservation: April 14, 2015
Material Close: April 21, 2015

JULY-AUGUST 2015

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

Space Reservation: June 5, 2015
Material Close: June 12, 2015

FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW 2015

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

Space Reservation: August 7, 2015
Material Close: August 14, 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

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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National Women Build Week is sponsored annually by Lowe's. Women Build challenges women from all walks of life to help eliminate poverty housing. Each May, thousands of women volunteers join in Women Build days at Habitat affiliates. National Women Build Week helps Habitat raise awareness and recruit more volunteers to accomplish our mission.

We encourage all individuals, book clubs, garden clubs, sororities, schools, businesses, corporations, congregations, and any other groups to form a team.

It takes a small army of women to complete the Women Build projects each year. Learn new skills and meet other Horry County women on site! Women Build projects are not possible without your support. Our goal is to have the women of Horry County both build and fund the 2015 Women Build Home. Any level of contribution is appreciated. Corporate Sponsorships are available. Gifts are tax deductible. ■



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2015 Calendar of EVENTS

APRIL

- 9** Spring Clay Tournament – Backwoods Quail Club in Georgetown
- 14** HBA of SC Bird Supper
- 14** HBA of SC Board Meeting
- 28** HGHBA Board of Directors Meeting

MAY

- 13** HBA of SC Executive Board Meeting
- 19** General Membership Luncheon in Rioz

JUNE

- 2-6** NAHB Legislative Conference / Spring Board
- 16** General Membership Luncheon in Rioz

JULY

- 15** HBA of SC Executive Board Meeting
- 21-24** NAHB Leadership Seminar

AUGUST

- TBD** Golf Tournament / Cook Out
- 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
- 18-20** 2015 New Home Parade (Weekend 1)
- 25-27** 2015 New Home Parade (Weekend 2)
- 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
- 17** General Membership Luncheon in Rioz
- TBD** HBA of SC Legislative, 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.



Susan Morich inducts the six new HGHBA members at the General Membership Meeting in Rioz on March 17th. New members from left to right: Kris Locke with B & L Distributing, Doug Arseneau with Charter One Mortgage, Susan Adell with Clean Streak, Inc., Brett Branham with Clemmons Law Firm, Horace Adell with Clean Streak, Inc., Anitta Martin with Ethan Allen Design Center & Jerry Gore with The Louver Shop.



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The Importance Of Working With An Experienced Designer

by Robyn Pigott, *Marketing Director for CRG Companies*

If you're considering designing a custom home, you need to be familiar with the most significant steps of the custom design process. Find a company that offers talented, experienced professionals that will guide you through the design process while staying within the timeline and budget and creating the ideal custom home fit for your lifestyle.

Financing

In order to simplify the financial aspect of a new home construction project, CRG Companies decided to offer an easy solution for clients. Instead of clients applying for construction financing, which requires more collateral and often comes with special guidelines and higher rates, CRG Companies allows clients to put down a small deposit and then CRG purchases the lot and begins construction on the home. When the home is finished, the client pays for the home, often with funds from a conventional loan, and the certificate-of-occupancy is issued.

1. Working with an Architectural Designer

The first step when planning a custom designed home is to sit down with the

architectural designer. Your designer will listen to your ideas, must-haves, inspiration, or floor plans. A good architectural designer will be able to take as little or as much information you provide and create a floor plan that suits your lifestyle and budget.



You can also bring a floor plan to your designer if you already know what you want and they can create the construction plans and check for any possible issues that will come up later in the approval process.

Finding A Location

While your designer is drawing up the preliminary floor plan designs and if you don't already have a lot purchased for your new home, you will need to find an agent that has experience with new home construction to ensure that you find a lot that will accommodate the "must-haves" of your floor plan. Experienced agents will know how to find out if a particular community has design restrictions in place or if they require a minimum square footage before the designs are submitted to avoid any rejections by the ARB.

A skilled agent will want to know what you expect out of a community and will be familiar enough with the local communities to determine the best options. Your agent will also be up-to-date on the most recent lots for

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sale and flood zones, particularly important in beach communities, and any other relevant facts that would affect the cost and quality of the lot.

Design and Feasibility

Once you've found your lot and your designer has create a rough draft of your floor plans, you can sit down with your designer and review the plans and make any necessary changes. This is where you and your designer will discuss feasibility and where you might want to allocate your planned budget. A good designer will have worked with an estimator to determine the cost and will give you a realistic expectation of how your ideas will fit in your budget.

At CRG Companies, we've found that having our architectural designer, estimator, selections coordinator, and agents in one office ensures a smoother process and keeps everyone in the loop, thereby saving clients time and money.



Selections

Here comes the fun part! Now that you've approved your floor plans and you're waiting on the 3D rendering of your future home, you can work with the interior designer that will help you build a cohesive style for your home from the inside. Most people think of an interior designer as an interior decorator. While most designers will have experience choosing furnishings, interior designers actually focus on choosing selections, organizing all the selections, and staying within the budget and timeline. These selections will include fixtures, cabinets, appliances, etc.



The interior designer at CRG Companies works closely with the architectural designer, bookkeeper, and assistant, which improves communications between each department and streamlines the selections process. If your builder does not work with an in-house designer, take the time to find an experienced designer that works with new construction and has built a good reputation in the community.

Designing and building a custom home can be exciting and daunting all at the same time! Finding a company with in-house designers, construction teams, and real estate agents can simplify the process, improve communication between you and each department, and build a good quality home that fits exactly what you had in mind from the beginning.



CRG Companies

CRG Companies designs and builds custom homes and assists clients in the buying and selling of properties. We offer in-house designers, construction teams, and real estate agents in order to help each step of the process flow seamlessly. We also help clients find the best financing solutions and only work with quality industry professionals. For further information call (843) 651-8460 or email robyn@crgconstruction.com. ■



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MBREDC is a Resource for Existing Industry

ALWAYS SUPPORTING LOCAL BUSINESS GROWTH

by Morgan Dendy, *Director of Marketing & Public Relations*
Myrtle Beach Regional Economic Development Corporation

As we round out the end of the first quarter of 2015, the Myrtle Beach Regional Economic Development Corporation has been busy working with the local business community and state and local leaders to continue to create jobs for the residents of Horry County.

One of the most common misconceptions we hear is that all we do is recruit new companies to the area, but we don't support the ones that are already here. That could not be further from the truth. While recruiting new



MBREDC President & CEO, Jim Moore, with Horry County Council Chairman, Mark Lazarus.



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companies is a priority of the MBREDC, we remain very focused on providing support and resources to our existing industries.

Did you know 80% of new jobs come from existing businesses?

Over the last three months in his role as the MBREDC's new President & CEO, Jim Moore has been meeting with area businesses to find out more about

their current situations, plans for growth and individual business needs.

Some of the local companies the MBREDC has assisted include B3C Fuel Solutions, Laudisi Enterprises, Metglas, Native Sons and Canfor.

The truth is many businesses don't know the resources, available to new companies, may also be available to them. The MBREDC can help companies with many different things, including expansions, workforce development training, facility upgrades and more.

It is extremely important for our existing industry businesses to know that the MBREDC is here as a resource for them. We work closely with the South Carolina Department of Commerce and Horry County Council to help companies find out what resources are available to them, based on their needs, investments and plans for growth.

If you know of a company in the manufacturing, technology, aerospace or the like that may need help with growing their business,



Aaron, an employee working at Laudisi Enterprises, a company MBREDC helped with expansion.

please tell them to contact us at the Myrtle Beach Regional Economic Development Corporation to see how we can help.

The Myrtle Beach Regional Economic Development Corporation's mission is to attract, retain and grow sustainable businesses that create jobs in our community. For more information about the MBREDC, call 843-347-4604 or visit us online at www.mbrede.org. ■



Employees working at Native Sons, a local company MBREDC helped with a business expansion.



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5 Top Professional Locally Owned Businesses Offer Exceptional Flooring Industry Solutions

by Sylvia Trembley

With residential or commercial flooring, achieving the desired style and best quality is the goal. Whether the project is gaining facts on current flooring style trends and product options, or to repair and enhance existing floors, or resource the best environmentally conscious floor cleaning, skilled flooring industry professionals will provide the best solutions.

Beyond Clean

Offering expert tile and grout care since 2008, “there is no floor we cannot make look brand new – whatever it takes”! This guarantee is offered by Eric Jenkins, owner & operator of Beyond Clean. Committed to keeping abreast of the best products, services and all environmental considerations impacting the tile and grout cleaning industry, Eric continues his education by serving on the Board of Directors of HSMMPA ‘Hard Surface Maintenance Professional Association’. As a certified educational advocate of HSMMPA insuring graduates receive proper training

designed for current conditions in the tile and grout cleaning industry, Eric’s professional ability is enhanced in being knowledgeable and accountable for current right solutions for his customer’s flooring needs.

Eric has developed the reputation as “the problem solver” among his professional flooring accounts. Whether working with a building contractor, interior designer, property



Eric Jenkins, Beyond Clean owner and operator.

management company, or the homeowner, Beyond Clean guarantees 100% satisfaction with high quality work, completed on time and on budget. Once the work is done, Beyond Clean also makes certain the customer is educated on how to best maintain their floors. An example of Beyond Clean trusted service earned is the business relationship between Beyond Clean and SMI ‘Solutions Management, Inc.’. This retail property management company knows Beyond Clean will provide the flooring solution needed whatever the floor problem is!

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The Flooring Depot

Jaime Pando has built a strong trusted business team of flooring product suppliers and installers, with the majority having worked with The Flooring Depot since his business began in 2002. "These relationships are like family and instrumental to our success!"

Jamie values his long lasting business relationships with residential and commercial building contractors along the Grand Strand. He continues to appreciate their business, having worked together with many companies over ten years. Professional relationships with Scott Mitchell with Quest Properties, Chancel Builders, Traditional Homes, Harry Dill with Sterling Homes along with many more business connections have evolved into friendships!

The Flooring Depot owner Jaime Pando strives daily to increase his professional skills. When asked what your business vision is going forward, his answer is "to be recognized as a Craftsman in the industry; become a better operator; to always achieve a higher level of quality".

As The Flooring Depot sole proprietor, Jaime Pando embraces the philosophy "the home is an extension of your personal self". In working with each flooring project, Jaime's passionate goal is to help individuals achieve their sense of style in a home they are proud of fulfilling their dreams, providing function and superior value. It's personal!

Jaime feels fortunate to have had the opportunity to begin his flooring product and business education in 1987 with Sherwin Williams Company in Richmond, Virginia. "The Sherwin Williams Company was a tremendous mentor in my training for 15 years!" In 2002 when Jaime made the decision to move to the SC Grand Strand area and begin The Flooring Depot, he was prepared and armed with a strong educational background in the flooring industry business.

(Continued on page 16)



The Flooring Depot newly remodeled Myrtle Beach showroom located at 864 Kingswood Dr. behind Suds Carwash on Hwy. 544.



Jaime Pando, The Flooring Depot owner and operator, is committed to excellence.

relationships with residential and commercial building contractors along the Grand Strand. He continues to appreciate their business, having worked together with many companies over ten years. Professional relationships with Scott Mitchell with Quest Properties, Chancel Builders, Traditional Homes, Harry Dill with Sterling Homes along with many more business connections have evolved into friendships!

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“It is about personal relationships. People drive business”. Jaime is committed to providing the best product and service, whether working with a building contractor, a home owner, a property management company, The Flooring Depot offers flooring solutions with commitment to provide excellence and quality throughout each process. Offering a *2 Year Guarantee on all Workmanship* combined with continued customer service, The Flooring Depot provides a complete resource for expanded flooring product solutions in hardwoods, tiles, travertine, granite, slate and laminates along with expert skilled installation. ■

J & S Flooring

J & S FLOORING sole proprietor Gregg Pierce grew up learning all about flooring. His career destiny was set sharing “my entire family was involved in the flooring business”.



Gregg Pierce, owner and operator of J & S Flooring.

In 1991, having earned 40 years of retail flooring experience, Gregg’s uncle William Pierce opened J & S Flooring on Fraser Street in Georgetown, SC. In 1994, William Pierce seeking retirement contacted his nephew Gregg with the J & S business opportunity.

Today, an “Abbey Carpet & Floor Showroom”, locally owned J & S Flooring has the largest selection of hard and soft surface flooring in Georgetown County. As an Abbey Flooring dealer, J & S passes on the buying power benefits gained by national chains to their customers. Plus the Abbey product warranties insure a 60 Day Satisfaction Guarantee and an Exclusive Lifetime Warranty. All of this with “local hands on attention”.

Long time building contractor business relationships have evolved over the years between J & S Flooring and local companies such as Coastal Builders, Dumont Brothers, Chapman Construction, BEC Construction and Coastal Structures. Gregg appreciates

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“J&S Flooring has been installing floor covering for my company for about 12 years now. They are a superior value vendor that offers great selections and top-notch workmanship. They are just excellent. They show up when they say they’ll be there.” Bob McCarley, Coastal Builders

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and enjoys serving the building industry.

Gregg takes pride in J & S Flooring having a professional skilled team of design professionals and installers offering quality personal service from start to finish. Complimentary in home design consultation along with free in home measuring and estimates is an added value when working with J & S Flooring. “NOTHING LOOKS QUITE AS BEAUTIFUL AS VALUE”. ■



The exterior of the J & S Flooring showroom located at 2104 S. Fraser Street in Georgetown.

Clean Streak, Inc.

"We value our customers and consider it a privilege to serve your company. As a full service janitorial company, we strive to be your choice in the commercial cleaning industry." Insured, OSHA compliant, 100% non-hazardous "green" cleaning chemicals, performance rating system provided to customers, well-trained accountable uniformed cleaning crews, cleaning specifications for each type environment – these are examples of the professional standards offered by Clean Streak, Inc.

Horace Adell, Jr., owner and operator of Clean Streak, Inc. is accountable for each space being cleaned to his company's standard of excellence with



Horace Adell, owner and operator of Clean Streak, Inc.

all customers. His philosophy is whether the job is working with commercial, medical, industrial, construction, property management companies or residential, it is about providing each customer with a superior cleaning result and insuring a healthy environment.

August 31, 2010 was an extraordinary day for Horace Adell, Jr. On this day, Horace was recognized and honored by The United States House of Representatives for winning the 2010 Western North Carolina Minority Business Person Of The Year Award, as being founder and president of Clean Streak, Inc. Starting his business with his Buick, a mop, a bucket, a broom and a lot of determination, the Clean Streak, Inc. business has grown into a diversified and environmentally conscious company. Since 1983, the business has operated in all 9 counties in the Western North Carolina market and upstate South Carolina. In 2014 Clean Streak, Inc. expanded to the SC Grand Strand coastline.

Building contractors, don't be surprised if Horace walks up to your construction site wearing a safety vest, hard hat, steel toe boots and goggles. He is trained and



Clean Streak, Inc. now serves Myrtle Beach and the surrounding Grand Strand areas.

conscientious about safety regulations on the job site. Consistent training of his "winning team" is a top priority. Each member of the team is aware of safety regulations, chemical application procedures; best organized coordinated order of cleaning and personal accountability. Clean Streak, Inc. is committed to same day response to customer's needs. "We want you and your business to succeed"!

(Continued on page 18)

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Horace Adel is passionate about “looking beyond the almighty dollar”. His goal is to consistently provide service his customers can trust and depend on. He also believes in giving back to the community supporting and nurturing the “BACK PACK PROGRAM” in schools which provides lunches for school children who are less fortunate. Clean Streak, Inc. guarantees a smile, positive attitude, positive energy and the best knowledgeable trustworthy service. ■

Young Interiors Flooring Center

With commitment to serve the community based on the business principles of service and integrity, shortly after Hurricane Hugo in 1989, Sandy and Floyd Young opened the doors of Young Interiors Flooring Center in Longs, SC.

In 2003, the Young's made the decision to retire. Allan Thomas was a territory manager for a flooring distributor and the Young's were his customers. He had developed a respect and trust for the Young's business, and when offered the idea to purchase Young Interiors Flooring Center, Allan recognized the excellent business opportunity for his family. He presented the idea to his wife, Sarah, and his brother “B” (Bennett), who was a vice president of a large flooring retailer at the time.



Young Interiors Flooring Center Owners, (from left to right) Allan, Sarah and “B” Thomas.

Allan and Sarah Thomas and “B” Thomas are a dynamic team. Allan and “B”, armed with flooring business and product knowledge, both share responsibility for sales and service, inventory and installation management and builder accounts. Sarah, having a background in the banking

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business, brings expertise to the financial side of business along with marketing responsibilities. Their family team comes together with individual talents, connection and commitment!

Having a desire to expand their business to serve the Myrtle Beach and south Grand Strand area, Young Interiors will open a second showroom in summer 2015 located in a Nation's Homes Myrtle Beach retail center. Whether it is working with homeowners, builders, property management companies or interior designers, their goal is to provide excellent service and always staying current with changing fashion and trends in the industry. Young Interiors Flooring Center

continues to earn and develop strong business relationships with companies like Nations Homes, Excalibur Construction, Charlie Babb Construction, Southern Homes and Silver Creek Construction, Beach Custom Homes, Kingston Builders, Sands Ocean Club, The Wyndham Resort, and the City of North Myrtle Beach (just to name a few!), confirming their reputation of competitive excellence in both flooring industry product and service.

With the motto "we treat you like family", a well trained professional staff, one of the largest showrooms in the area, offering quality selections in all flooring categories along with tremendous in stock inventory for quick turnaround solutions,



Young Interiors Flooring Center showroom located at 1830 Hwy. 9 East in Longs, SC.

Young Interiors Flooring Center looks forward to providing the best quality flooring style solution for each customer! ■

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- J & S Flooring
- Waccamaw Floor Covering
- Young Interiors Flooring Center
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- Carolina Home Exteriors
- The General Pool Company
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LANDSCAPE ARCHITECT – DESIGN – INSTALLATION

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- SGA Architecture

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Swift Services

by Peggy Mishoe

Builders, homeowners and property managers have found that they can put their trust in Swift Services.

The company offers prompt and professional installations, repairs, replacements and maintenance of all brands of central air conditioning, heating and heat pump systems. Free energy surveys are performed by Swift Services professionals to determine the correct size of the system needed in every location. Certified technicians utilize state-of-the-art technology to diagnose, maintain or repair HVAC systems.



Joe Mascetti with Swift Services Heating & Cooling.

Swift Services has a high rate of success when it comes to saving money for HVAC customers in energy costs, products and services. Customers are given a price in advance, never paying by the hour.

“You can count on us to do the job right. You can’t go wrong with our company; it’s a money back guarantee,” said President Joe Mascetti.

Joe says that excellent customer service, which begins with a live person answering the phone around the clock, sets Swift Services apart. Its impressive history for customer satisfaction is reflected in the results of Reader’s Choice results from two local newspapers.

Readers of The Sun News in Myrtle Beach voted Swift Services as the Reader’s Choice Best of the Beach in the

(Continued on page 22)



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heating/air conditioning service category in 2013 and 2014, and The Carolina Forest Chronicle readers voted it Reader's Choice in its category in 2012, 2013 and 2014.

Joe is extremely careful about the people he employs and allows to go into his customer's homes, so all employees have criminal background checks and are routinely tested for drugs.

"We want you to be safe in your home," says Joe. ■

Ford's Fuel and Propane

by Sylvia Trembley

In 1923, Founder Walter Boyd Ford had a business vision which began with delivering fuel with a mule and wagon during the construction of Highway 9 in Horry County. He continued to keep the Ford family business going through the depression years.



Circa 1925 – Ford's Fuel and Propane at Lake View Station. "All the bricks were laid by our great grandfather," says Bunky Ford.

It was this determination along with understanding the needs of customers that established Ford's successful



4th generation Ford's Fuel & Propane owners, Bunky Ford (left) & Frankie Ford (right).

business foundation which continues today 4 generations later.

The Ford family was ahead of their time in embracing the concept of environmentally "green" products! As time moved forward and with a desire to respond to the consumer's request for both efficient and cost effective fuel, in 1960 Ford's Fuel expanded into the propane fuel business. This evolved into carrying an extensive product line of

proven fuel efficient products.

The positive benefits of using clean efficient PROPANE and high quality products is the foundation of Ford's Fuel and Propane business philosophy. Research has proven that PROPANE creates significant savings around your home! Gas fireplaces are more than 90% efficient compared to wood at 15%; Gas dryers take 1/3 less time to dry clothes than electric; Tankless PROPANE water heaters save up to 30% on energy bills; Chef's prefer cooking with gas appliances 96% over electric; About 60% of homeowners that grill prefer PROPANE for outdoor cooking. Whether serving the homeowner, builder or property manager, Ford's Fuel and Propane is a 'ONE STOP SHOP' for purchase, installation and service of clean efficient products. ■



Ford's Fuel and Propane delivery truck in front of new North Myrtle Beach office and showroom.

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Dean Custom Air

by Peggy Mishoe

Scores of successful contractors, developers and property managers depend on Dean Custom Air to provide and service energy-efficient heating and air conditioning for their homes and commercial projects.

Dean Custom Air is an authorized dealer for Carrier, Lennox, Trane, Mitsubishi and Honeywell, and installs



Dean Custom Air general manager, Bob Burger.

other respected brands of air conditioners, heat pumps and combined systems. The company helps make homes green with the latest in Energy Star and other high (EER)

energy efficient ratio systems. All of the systems use R410A (Puron) refrigerate that does not contribute to ozone depletion.

Founded in Bluffton in 1968, Dean Custom Air is a highly successful family-owned and operated company that expanded to several different areas from Georgia to Wilmington, North Carolina.

In 2005, the Conway location opened at 1857 Lone Star Street with Bob Burger as general manager. This location serves a large portion of Horry & Georgetown Counties and has four divisions including the Replacement Systems division, the Commercial division, the Custom Homes division and the Production Homes division.

Dean Custom Air offers free estimates and expert evaluations for new systems, repairs or replacements. Striving for reliability, comfort and lower energy use, well-trained, efficient and friendly technicians guide each customer in whatever process is required to fill their HVAC needs.

Custom home builders appreciate the knowledge, experience and commitment that the Custom Homes division of Dean's Custom Air offers. The company has a solid reputation for satisfying custom home clients by providing and installing systems that make their homes splendidly

comfortable and market appealing. Bob says, "We always like to be in a good relationship with the homeowners and the builders so we can provide the best, most adequate units that meet their needs."

There is no guesswork involved when a system is being selected. "We always perform a manual JAC calculation to make sure they get the right size," Bob said. "We want to do it right the first time."

Dealing with the Production Homes division, residential builders find the same kind of service from a dedicated staff and technicians that understand deadlines and

the need to install high quality systems expertly and efficiently. Through its light Commercial division, Dean Custom Air installs and services HVAC systems in offices, churches, small businesses and other buildings. The Replacement Systems division will help any property owner get the most efficient system and usually saves immeasurable energy costs in the future for owners removing old systems.

Operating on its reputation for quick response and service, Dean Custom Air technicians don't end a day until all calls are answered. ■



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SGA Architecture won the SC AIA Merit Award for their work in the design of the Holy Cross Faith Memorial Church in Pawleys Island, SC. SGA also handled the interior design, as well as the landscape architecture for this project. Coastal Structures completed the construction.

PHOTO © CHUCK GEE

by Peggy Mishoe

As an accomplished architect, a builder and a family man committed to making a positive difference, Steve Goggans leads a team of design and planning professionals that are experts at creating extraordinary places.

That team includes a diverse assortment of professionals qualified and ready to give a beautiful and practical life to homes or other projects of any size or magnitude.

Exquisite custom homes, churches, educational facilities, offices, ballparks, boardwalks, playgrounds, landscapes,

entire neighborhoods and many other places stand as positive testimonies to Steve and his staff at SGA Architecture (SGA), which has offices in Pawleys Island, Myrtle Beach and Charleston.

Steve, a native of Aiken, S.C., earned his undergraduate degree in architecture from Clemson University and a master's

degree in community and regional planning from the University of Alaska.

He began his architectural career in 1979 and made his home in Pawleys Island in 1985. His wife, Barbara, is a curriculum coach with the Georgetown County School District. They have two grown children, Stevie and Graham.

Because he cares about his community and the Lowcountry, Steve ran for Georgetown County Council. He was successful, beginning his term in January of 2015. He says, “That grew out of my concern for the way the Waccamaw Neck was evolving. We have rapid growth, and I want to make sure it continues to grow in a positive manner.”

In 1997, Steve formed Paragon Custom Construction, LLC. Steve notes that while there are some excellent contractors in the area, at the time many of them were extremely busy. “We found that we were increasingly relying upon construction firms with whom we had no experience, or whose qualitative standards were considerably less than ours.” So perhaps out of necessity, Paragon was founded to provide another construction alternative for SGA’s clients; however, Paragon is a niche builder, so there is a considerable array of projects which require other contractors. “We maintain good relationships with a number of builders who are trustworthy that we can count on. Many of these builders are great friends, and we have built our businesses together.”

The rear view of Bruce and Marty White’s home in DeBordieu Colony in Georgetown County, SC. The White home was designed by SGA Architecture and the construction was completed by Paragon Custom Construction.



The White residence overlooks the North Inlet in DeBordieu Colony. When referring to her and her husband’s experience working with Steve Goggans, homeowner Marty White had the following to say, “His attention to detail is outstanding. He designed all the spaces for the way that we were going to live. This is the fifth custom home we’ve done and it was by far the best, from design through construction.”



Robert Brinson, the owner of Mill Park Construction, frequently works with SGA and Paragon. In early 2015, he was renovating a former furniture store in Pawleys Island that SGA had designed to be a dentist’s office with an attached rental space. Robert says, “The entire Pawleys Island area is getting what I

would call a facelift. What Steve is doing is bringing the building up to standard to help it fit aesthetically with the rest of the facelift that Pawleys Island is experiencing.”

Steve and his staff also work with Ted and Dickie Chapman, the owners of Chapman Custom Homes. Ted says, “I

have never heard a negative thing from any of the owners of the projects I’ve worked with them on. Everything usually runs smoothly. I have nothing but good things to say about working with Steve and his staff.”

Ted also adds, “Steve is a nice person to know. He is an all around good guy

from both a business and social standpoint. He’s got good people working for him. My impression is that his personal organization filters down to the people who are working for him. It’s a well run business.”

Steve notes, “I’ve got a great team supporting me.”

Although SGA does all types of design, Steve’s real passion is in home design. He says, “I take the lead in residential design. To me, a house is really a picture frame for a lifestyle. I enjoy learning about people’s lifestyles and goals and trying to mold a home according to things they have in mind, as well as designing their homes to provide the best possible solution for the site.”

He adds, “It is important that whatever I design looks like it is a part of Coastal South Carolina, or a part of the environment and community in which it resides. A house must accommodate modern lifestyles, but place and history are vital references.”

Residential client, Marty White, said Steve talked with her and her husband, Bruce, and knew exactly what they wanted before designing their home in DeBordieu Colony. “His attention to detail is outstanding. He designed all the spaces for the way that we were going to live,” she said. “This is the fifth custom home we’ve done and it was by far the best, from design through construction.”

Steve knew Bruce and Marty liked to cook, so he gave special attention when designing their cooking space. In addition, he knew they had six adult children that would be visiting and designed the house to give everyone some privacy. Finally, Steve knew they fished and loved the outdoors, so he designed the house to give them a view of the creek from every room.

Marty said their lot is unusual, and she is still a little amazed that Steve found the perfect way to situate their home on it.

Bruce and Marty’s home is beautiful, practical and perfect for them and their



The interior of Bruce and Marty White’s residence overlooking the North Inlet.



SGA Architecture designed the Speir Allied Health addition at the Horry Georgetown Tech Grand Strand campus near Market Commons. SGA was responsible for the architecture and the interior design for the project and MB Kohn was the building contractor responsible for the construction.



The interior of the Early College Commons building of the Horry School District in Conway, SC. SGA was responsible for the architecture and interior design for the project and MB Kohn was the building contractor responsible for the construction.



(top photo) After - The Litchfield by the Sea clubhouse was totally renovated. SGA Architecture was responsible for the landscape architecture and interior design for the project and BEC Construction was the building contractor responsible for the construction. When referring to SGA Architecture, Berry Coggeshall with BEC Construction had this to say, "All of the jobs we have done together have been very successful, and all of the owners have been happy."

(bottom photo) Before - The Litchfield by the Sea clubhouse before the renovation.

family, and it is a wonderful place to entertain friends. "Everybody that comes into my house loves it," Marty said.

Steve and his staff have designed several different projects at the Horry Georgetown Technical College (HGTC) campuses, including the monumental signage at the entrances of the Georgetown, Grand Strand and Conway campuses.

HGTC Executive Director of Capital Improvements Neil McCoy says, "They are very professional and creative, and

we've had a good working relationship with them."

SGA was engaged to provide a master plan for the HGTC Conway campus, which included a new perimeter road, pushed parking to the perimeter to create a campus heart, demolished some obsolete structures, and provided placement for new buildings.

SGA designed the Speir Allied Health addition at the HGTC Grand Strand campus, which houses the community dental clinic and dental

program. The 24,000 square foot addition is connected to one of the oldest buildings on the Grand Strand campus near The Market Common. The building was once used as part of the former Myrtle Beach Air Force Base. Neil says, "They were really creative with their design. It complements the old building."

The HGTC Speir addition and the Bryan Information Commons Addition at Kimbel Library at Coastal Carolina University are great examples of the ability of SGA to design green projects.

Both projects received Leadership in Energy and Environmental Design (LEED) Silver certification from the U.S. Green Building Council.

Berry Coggeshall, the owner of BEC Construction, has been the general contractor on several projects designed by SGA. Berry says, "I've enjoyed working with them. They're a good architectural company to work with. They plan ahead. They're very sophisticated architects, but they use good common sense on their designs and that makes for practical solutions to complex problems."

SGA and BEC Construction have teamed on projects, including a total exterior renovation of approximately 60 condominiums at Tall Pines in the River Club and renovations to Litchfield By The Sea, consisting of the "total makeover" of the Beach Clubhouse, the guard house, restrooms and other amenities, as well as an elaborate system of boardwalks, dunes crossovers and large sunbathing decks.

Berry says, "All of the jobs we have done together have been very successful, and all of the owners have been happy."

Over the years, Steve and his staff of architects and designers have received

This view of the White House Plantation cottage porch in Georgetown, SC shows the chimney ruins in the background of the original plantation home. SGA Architecture was responsible for the architectural design of this renovation.



The kitchen in the White House Plantation cottage.

numerous awards. The company has been featured in Southern Living Magazine six times, twice as a cover feature. Steve designed and built the Southern Living Showcase Home that is now used as a special events facility inside the world famous Brookgreen Gardens.

The Brookgreen house and four other residences have won the SC AIA Robert Mills Award. Some of SGA's



(top photo) After - SGA Architecture was responsible for the design and architecture of the White House Plantation cottage renovation and BEC Construction was the building contractor.

(bottom photo) Before - The White House Plantation Cottage before the renovation.



other awards include the Quattlebaum Award from the Conway City Council for the Early College High School; the Wood Design Honor Award for the Southeast for the Pepper Plantation Clubhouse; the Tri-State ASLA Merit Award for Morris Square and for the Georgetown County Parks Redevelopment; the SC AIA Merit Award for Holy Cross Faith Memorial Church; and the SC AIA Young Architect (Steve Goggans).

Steve remarks, "It's validation that we're doing good work, and we're very proud of that accomplishment." ■



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www.SGAarchitecture.com



Synching History

Colonial Cooking Wasn't Always Rustic

by Becky Billingsley

Preserving foods took resources and ingenuity before there were mass-produced glass jars, metal cans and electric freezers. Something that stored easily was ground dried corn. Unless the cook was making hominy, the corn needed to be parched and ground into grits or flour.

Native Americans grew corn and ground it using a sort of mortar and pestle called a grinding stone that was a large, flat

rock paired with a smooth, round stone. They boiled, baked and fried cornmeal dough to make early versions of hushpuppies and cornbread.

Colonists built grist mills powered by water or mules before steam and electric motors were invented. Farmers took their corn to the mill, and the miller's payment was a portion of the cornmeal. A mule-powered grist mill with granite stones in western Horry County is on the National Register of Historic Places, on land owned by the Holliday family. The Holliday grist mill is no longer in use, but there is a modern grist mill near Aynor that sells Palmetto Farms Stone Ground Grits.

While corn was a rather rustic food that all classes ate, wealthy women often had sophisticated culinary skills and elegant kitchen utensils.

It's generally accepted that the first published American cookbook was the 1776 "American Cookery" by Amelia

Simmons. Even earlier than that an enterprising South Carolinian named Eliza Lucas Pinckney (1722-1793) wrote down her recipes, and they give us a clear glimpse into well-to-do Colonial kitchens.

Pinckney was the daughter of George Lucas and Anne Mildrum, and while she grew up on the island of Antigua she also attended boarding school in England. In 1739 her family moved to South Carolina, and at age 17 she began acting as her father's plantation manager at Wappoo, near where Wappoo Creek meets the Stono River in the Charleston area. She is credited as a talented and inquisitive agriculturalist who in 1744 helped establish indigo as a prosperous Lowcountry crop, and she cultivated mulberry trees "in an attempt to develop an American silk industry."

In 1744 she married Charles Pinckney, a wealthy recent widower twice her age



This grist mill in Galivants Ferry used mule power to grind corn between millstones.

(Continued on page 32)

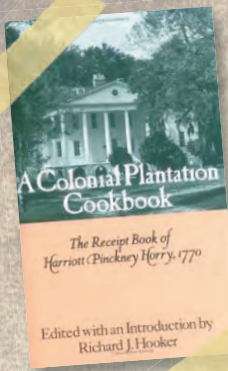
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Harriott Pinckney Horry's Colonial era cookbook contains many of her mother's recipes.

with whose wife she had been a friend. For the next 15 years they lived in England but moved back to South Carolina in 1758. Soon thereafter Charles contracted malaria and died, and Eliza, a widow at age 36 with three children, managed her husband's and her father's estates.

But being a smart plantation manager did not mean Pinckney didn't also occupy herself with culinary arts, which was done at hearths because ovens weren't yet commonly in use. She wrote down recipes and kitchen tips that provided a fascinating record of not only what the elite people of her time ate but also of the area's culinary customs and gardens. Her recipe collection is dated 1756.

Eliza's advice includes how to make mackerel ceviche, store whole artichokes by burying them in sand and concoct peach brandy from 600 peach pits. She also gave instructions about what type of cookware to use.

Pears must be baked in pewter, she noted, and this was to give them a pleasant red color. If a pewter baking dish wasn't handy, a pewter spoon could be placed in the bottom of the pan.

A "country housewife's family companion" by William Ellis that was published in 1750 relates the story of a cook who attempted to recreate his successor's beautiful crimson baked pears. However, his pears didn't turn red. When the old cook was asked for his secret, he said it was, "...nothing more than his having constantly baked them in deep pewter dishes, whereas upon examination the successor had always done it in earthen glazed vessels." The process was to slow-bake peeled, cored and quartered pears in a pewter dish and cover them with a pewter plate or some other sort of pewter lid. Any gaps between the bottom dish and the lid were sealed with flour-and-water dough.

Another dish familiar to upper class

housewives was the mazarine, a silver or ceramic strainer tray with a pretty design of slots or holes that was paired with a matching dish, without holes, that caught draining juices.



Ceramic Mazarines were used as serving platters and baking vessels. Photo courtesy of Case Antiques, Inc.

Silver mazarines were normally used to serve fish. Ceramic mazarines were also used for fish, but they had additional functions. Harriott Pinckney Horry demonstrated how to use a ceramic mazarine when she wrote down her mother's apple recipe for "Black Caps." She said to, "Cut your Apples in half. Lay them on a Mazarine Dish or for want of that on the brim of another Dish. Your Apples must not be Pared lay the cut side upon the Dish, wet the top of your Apples

about an Inch square with White Wine, and strew Fine Sugar upon the Wett Place and bake them. Take care they dont Fall too much in the Oven."

Some serving vessels back then were surprisingly fragile. Harriott's brother, Thomas Pinckney, mentioned in a 1775 letter that he visited a South Carolina home where he was served a "delicate" syllabub. This alcoholic dessert made of wine and cream had a frothy top and a liquid bottom, and it was served in special glass cups with sipping spouts.

Other more hardy cooking vessels that



Some Dutch ovens had concave lids so coals could be heaped on top. Photo by Lincoln Rogers.

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wealthy women such as Eliza and Harriott used, as well as common folk, included plenty of cast iron pots and skillets that could be used to simmer soups and stews in open hearths. Cast iron Dutch ovens could also serve as mini ovens for baking breads and one-pot meals like pileau and chicken bog. Some of them had lipped lids so that hot coals could be heaped on top and provide two-directional heat.

A cast iron kitchen utensil called a wafer iron created fanciful food for wealthy households. Brookgreen Gardens in Murrells Inlet has a wafer iron from Clifton Plantation donated by Mrs. Frederick Wentworth Ford. Robin Salmon, Brookgreen's vice-president of art and historical collections and curator of sculpture, said that wafer irons were used in the United States from the mid-eighteenth century through the beginning of the twentieth century.

The tong device has circles on it ends. After being preheated, batter was placed on one of the circles and the tongs were pressed closed before being put in or over hot coals. It was flipped once before the wafer was done. Excess batter that had

squeezed out was trimmed off, the iron was opened and the wafer was loosened with a knife before being peeled off with the fingers and set on a board to cool.

Some of the wafers were made for use during church communion, Salmon said,



Wealthy families used wafer irons such as this one from Clifton Plantation to create embossed bread-like treats. Gift of Mrs. Frederick Wentworth Ford to the Brookgreen Gardens Collection. Brookgreen Gardens, Murrells Inlet, South Carolina.

but others were a type of light bread eaten at the ends of meals to aid digestion. The irons are embossed with decorations and patterns that could have had religious or familial significance, such as a coat of arms, or simply had pretty floral or geometric designs.

“A Colonial Plantation Cookbook: The Receipt Book of Harriott Pinckney Horry, 1770,” was published in book form in 1984. It includes many of her mother’s recipes. Black Caps was Eliza’s recipe, along with this one for beef.

To Dobe a Rump of Beef

Bone it and lard it with Bacon, Season it with Sweet herb, Challots, Pepper, and Salt, Put it into your Pot (with just water enough to cover it) with Carrots, Turnips, Onions, and whole Pepper, cloves and Mace; let it stew over a slow fire for three hours till tender, then make a good Sauce with rich gravy, Morrells, Truffles, and Mushrooms over it.

Synching History will examine aspects of Grand Strand heritage in future issues. Becky Billingsley is the author of “A Culinary History of Myrtle Beach and the Grand Strand” and “Lost Myrtle Beach,” published in 2014 by The History Press. For further information regarding any of the above email: beckybillingsley37@gmail.com. ■

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MYRTLE BEACH Area Celebrates Visitors

MAY 2015 NATIONAL TRAVEL & TOURISM WEEK

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

Beginning May 2, 2015, and continuing through May 10, 2015, Myrtle Beach Area Chamber of Commerce will join hundreds of cities, states and businesses across the country in the nation's annual salute to the power of travel and tourism in America.

Putting Out the Welcome Mat

To salute National Travel and Tourism Week and prepare for our local celebration of summer, Myrtle Beach Area Chamber of Commerce and Myrtle Beach Area Hospitality Association will once again extend a big "Thank You for Visiting" to the more than 16 million tourists who choose the Grand Strand as their vacation destination. Visitors flying into the area will receive a warm hello from local entertainment at the Myrtle Beach International Airport, and the chamber's Oak Street and Murrells Inlet

welcome centers will be serving complimentary refreshments.



Tourism Works For Us

While travel often conjures images of vacation and leisure, the diverse industry is more than just fun. Travel has a much broader and more significant economic impact that many realize. Here along the Grand Strand, tourism is vital to our local economy. Tourism is far more than just hotels, golf courses and restaurants. Tourism boosts our economy, employs thousands of people, enriches our businesses and pays for important public services, such as education and law enforcement. Counting the massive indirect effects of travel spending, the industry injects \$6.3 billion into the Grand Strand economy and supports 73,500 jobs. Tourism works for each of us,

every day.

"Travel spending not only sustains local jobs and businesses, it represents a critical source of tax revenue for funding local services such as fire and police protection and education," explained Brad Dean, president and CEO of Myrtle Beach Area Chamber of Commerce. "Additionally, it creates an appealing environment to recruit even more travel- and nontravel-related businesses."



National Tourism Week also is a chance for Myrtle Beach Area Chamber to say thank you to the hundreds of small business owners in the area who are an integral part of the economic engine of tourism. To learn more on how tourism positively impacts all of us, visit TourismWorksForUs.com.

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Commerce puts out the welcome mat for our visitors this season, let's remember that the best way to ensure that tourism continues to benefit the Grand Strand is for each of us to be ambassadors of the Myrtle Beach area. Greet our visitors and thank them for visiting the Grand Strand. While it may be our wonderful attractions and beautiful beaches that bring them here the first time, it is the smiling faces and warm Southern hospitality they experience that will bring them back a second, third or fourth time.

Myrtle Beach Impact

Tourism is the economic engine that fuels the Myrtle Beach area of South Carolina. Tourism affects not just those directly working in the hospitality industry but many other facets of our community, including education, infrastructure, economic development, the arts, and recreation. Retail sales in 2013-2014 generated 10.7 billion from

Horry and Georgetown counties. Accommodations taxes in 2014 totaled \$22.3 million from Horry and Georgetown counties.



Tourism Statewide Impact

Domestic travelers directly spent \$11.5 billion in South Carolina during 2013, up 4.1 percent from 2012. Domestic traveler spending in South Carolina directly generated \$1.6 billion in tax revenue for federal, state and local governments in 2013, up 3.8 percent from 2012.

United States Impact

Direct spending on leisure travel by domestic and international travelers totaled \$621.4 billion in 2013. Spending on leisure travel generated \$91.9 billion in tax revenue.

Vacation Time

Last year, the U.S. Travel Association uncovered an epidemic facing the country: Americans failed to use a total of 429 million days of paid time off. This unused leave costs the U.S. economy \$160 billion in spending that could support 1.2 million jobs in multiple industries, ranging from retail to manufacturing to transportation. That's why this year, the U.S. Travel launched Project: Time Off, an initiative to prove the personal, professional, economic and social benefits that taking time off can deliver. To read the full report on Project Time Off, go to ProjectTimeOff.com.

For information on how to become a member of the Myrtle Beach Area Chamber of Commerce and join in our campaign to "Think Myrtle Beach," call 843-626-7444 or visit us online at MyrtleBeachAreaChamber.com. ■



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Save Time and Money Using Cost-Effective Green Building Products and Techniques

Some builders tend to focus on energy efficiencies and sustainable initiatives that benefit the homeowner after the home is completed. However, more builders are now realizing that efforts during construction can save time, money and reduce environmental impact.



containers and rising landfill fees can be mitigated by using efficient building materials. Reducing the workload on landfills also adds an environmental benefit.



Using extended length wall sheathing reduces the amount of waste at the jobsite. Less waste means fewer trips to the landfill and cost savings.

For example, wall sheathing in lengths from 97-1/8" up to 145-1/8", such as Norbord's TallWall and Windstorm, reduces installation time and trips to the site. Installed vertically it results in fewer seams to block and seal. With raised heel/energy trusses, it enables easier installation of energy efficient insulation. Full depth insulation to the outside of the top plates eliminates cold spots where walls and roof meet.

Extended length sheathing means fewer cuts and less waste, meaning more labor savings and less waste in landfills. Builders are always looking for ways to save money, and waste reduction has a significant impact. The cost associated with transporting waste

Wall cavities are now fully open because TallWall and Windstorm install vertically, eliminating mid-wall horizontal joints and the need for blocking. This adds up as less materials and cutting means fewer chances of error. Without blocking, cavities can be completely filled with insulation quickly and easily. Installation of mechanicals, such as electrical and plumbing, is also faster and easier, meaning fewer trips by the trades to the site.

TallWall and Windstorm eliminate joints. Testing showed up to 60% less wall air



leakage. It is easier and less costly to reduce air leakage at the framing stage than trying to find where the leaks are and sealing them later.

Framing is faster because there is less cutting and handling of material. If a framing crew can complete a house in 2 days instead of 2½ days, it results in less travel time for framers. This can translate into hours of saved power or gallons of gasoline used in a generator. This time savings can also help with the Labor shortages we are seeing.

In High-Wind areas extended length Windstorm and TallWall sheathing can eliminate the metal stud-to-plate connectors and floor-to-floor straps. Eliminating these, their associated time and material and

“Builders using TallWall or Windstorm OSB wall sheathing will see a significant reduction in air leakage into the home. By minimizing the sheathing joints, we have seen blower door testing on homes using the Windstorm/TallWall system with fiberglass batt insulation approach the air leakage rates on homes using spray foam insulation.”

~ CLAUDE ST. HILAIRE
Home Energy Group, Mt Pleasant, SC



energy consumed in their manufacture are also eliminated. When you look at the costs for extended length sheathing remember the sheets are larger, so the per sheet cost will be higher. You will however buy less sheathing since the extended lengths reduce waste and eliminate structural blocking. Your net cost for materials should not go up and is often a little less.

Another energy saving product is Solarbord® radiant barrier roof sheathing. Up to 97% of radiant heat from the sun is reflected by Solarbord, so the attic will be as much as 30° cooler. This means the rest of the house will be cooler too. Cooler attic = Cooler house. Lower attic temperatures mean less demand on the AC unit and fewer trips for maintenance. Energy Raters indicate on typical Carolina homes they are able to reduce needed HVAC capacity by ½ Ton by adding radiant barrier roof sheathing. With the added costs for radiant barrier sheathing averaging only \$300 and the cost savings for the ½ Ton of HVAC typically

being \$6-800, radiant barrier becomes a cost reducer. That doesn't even consider the added value of the Home or the long term energy savings for the Homeowner.

Even in the manufacturing of sheathing there are efficiencies. The production of OSB uses 100% of the log.

Studies completed at the Innovation Research Lab have shown that TallWall and Windstorm reduce wall air leakage up to 60%, dramatically reducing annual utility costs while improving resale value. These efficiencies may enable the contractor to use a smaller furnace, resulting in less energy consumption and pollution.

The more efficient the application of building materials, HVAC, electrical and plumbing, the fewer trips made to a site. Fewer trips equate to lower costs and emissions.

These steps are easy, cost-effective ways to promote energy efficiency without increasing the costs of your Homes. Collectively they are substantial in the bottom line of the Builder, while providing long-term benefits for Homeowners.

For more information visit www.proudgreenhome.com and www.norbord.com/na. ■



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Better Business Bureau Partners With Porch.com

by Kathy Graham, *President - CEO,*
Better Business Bureau of Coastal Carolina, Inc.



Hello to all! In the last edition of Building Industry Synergy I was able to give you an overview about BBB, our services, history and mission. I love BBB and my passion for BBB is in a continuous state of growth. I get even more excited when we get involved in lasting and meaningful relationships with businesses and customers alike. I'm excited to tell you about another nationally formed partnership across the BBB system. Some of you may be very familiar with who we have partnered with! Porch.com

Better Business Bureau and home network Porch.com together dive into the digital realm by joining forces and connecting consumers with millions of trusted home service professionals.

Porch is the first website and mobile app in the home services space to offer nationwide integration of trusted BBB data. Homeowners can find BBB ratings and accreditation status right on the Porch site, and are just a click away from BBB Business Reviews and other details about home service professionals.

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For over 100 years, Better Business Bureau has been upholding an ethical

marketplaces where buyers and sellers trust each other. BBB of Coastal Carolina, your local BBB, has been serving the Coastal Communities of North and South Carolina since 1987. With more than 30 million businesses in North America, BBB is the one place to find verified, unbiased information. BBB sets standards for ethical business behavior and monitors compliance. Almost 400,000 Accredited Businesses meet and commit to our high standards.



ABOUT PORCH: Porch is the home network, free for homeowners and home professionals. With more than 3.2 million professionals and more than 130 million projects, Porch enables homeowners to make smart home improvement decisions by giving them the information they need to find the right professionals, get inspiration and manage their home. The Porch app, a first-of-its-kind app available for iOS, gives homeowners direct access to a personal Porch Concierge to help find the best professionals for their home. For more information about Porch, visit porch.com or download the Porch app at porch.com/app.

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Can Any Business Get Involved with Porch – BBB Accredited or not?

Yes. You do not need to be a BBB Accredited Business to link your business with Porch.com, and BBB thinks it's a smart idea for all businesses to link to Porch. Businesses can go to designated website landing page at bbb.org/Porch-Pro which features a video with an overview of how BBB is incorporated into the Porch user experience.

I hope this information has been helpful, and should anyone have any questions, please feel free to contact me at 843-488-0238, kathygraham@coastalcarolina.bbb.org. Here's to Better Businesses in our community and may the next few months prove to be beneficial to you and the communities you serve. **THANK YOU ALL FOR DOING BUSINESS BETTER!** ■

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McMarketing: Consistency Builds the Brand. Focus is the Driving Force.

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

Close your eyes. Think of McDonalds. What comes to mind? Well, if it's somewhere between early morning and late afternoon your thoughts might conjure up images of biscuits, burgers, fries and shakes. Somewhere in the midst of all of this you see the Golden Arches, the iconic image that, since 1962, has helped brand one of the nation's top fast food restaurants. Amid economic ups and downs, changes in the restaurant industry, nutritional mandates, and crises that could leave any major player in shambles, McDonalds has survived. What's more, according to Forbes, today McDonald's ranks sixth in the list of the world's most valuable brands.

As members of the building industry, why are we talking fast food? Well, we're not. What we are talking about is focus and consistency -- two key elements required to turn a brand into a recognized commodity. Consistency doesn't just start or stop with the logo. Sure, the arches are iconic, but think about the restaurant itself: the menu, the service, and the personnel. Right down to the uniform and the placement of the employee nametag, McDonalds leaves nothing to chance.

While consistency helps build the brand, focus is its driving force. Focus is knowing your brand, your business: what your strengths are, who your target market is and consistently delivering the best product or service available. Focus is not just about developing relationships with customers and vendors, it is about nurturing them; turning customers into loyal fans, and vendors into trusted partners

who play a major role in the service delivery process.

No one said business was easy. Sometimes we all lose our focus, even multi-million dollar businesses like McDonalds. What's important is to pick up the pieces and get back on track.

While McDonalds may have mastered the art of consistency, they seem to have lost their focus. In January, the company announced that sales in restaurants, that had been open for 13 months or more, fell 1.8%. Add to that, a 21% drop in Q4 earnings. That's a serious decline in the fast food industry and a call to action for one of the nation's top brands.

McDonalds realizes that time is of the essence. If they don't take care of the immediate, there will be no long term. Their strategies are critical and there's a lesson here for all of us: *stay true to your brand*. Here are several of McDonald's revival strategies. Take heed. These are key to every business.

- **Plug the holes.** If there's a problem, find it and correct it. For McDonalds, it was a loss of focus. Their recent menu additions and efforts at targeting millennials caused them to lose focus on their core customers. *Who are your core customers? What are you doing to retain them?*
- **Focus on the direct competition.** McDonalds made the mistake of expanding their menu to compete against restaurants such as Boston Market, Panera Bread and Chipotle Mexican Grill. They turned their attention from a market category they had mastered, fast food, to an entirely new concept, fast casual. They simply



lost focus. Grow your market share within the direct competitive set. Be the best at what you do.

- **Focus is fundamental.** It is far better to do one thing very well than to do several things fairly well. The average McDonalds has over 100 menu items which makes it harder to run the restaurant than in the days when the menu was more streamlined. More is not always better. *Remain true to your brand. Practice a disciplined, strategic approach to marketing.*
- **Internal marketing.** McDonalds knows that internal marketing comes first. Prior to launching external advertising campaigns, their employees -- all 1.5 million of them -- are aware of what is going to take place. *Does this happen in your business? A proud, aligned workforce is powerful. Your employees are your brand ambassadors.*
- **Build trust.** Without trust, nothing else matters. *Do your employees trust that you have their best interests at heart? Do your customers feel that they can trust you to deliver on your promises? Are you fair and consistent?*



As the builder of the 'world's most important brand -- YOUR brand', you must develop a plan that will help you maintain focus and consistency. You, too, must leave nothing to chance.

Here are six simple questions that will keep you on track. Post these where you can see them everyday and commit them to memory:

- What is my product or service?
 - Who are my prospective buyers?
 - What do these people (my prospective buyers) need?
 - What is my value?
 - What sets my company apart?
 - What am I doing to keep my employees in the marketing/advertising loop?
- ...just when you think you know them, read them again!

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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Are you looking for a way to drive additional traffic to your homes, website and communities, while keeping in mind that selling your homes is the ultimate goal?

With this goal in mind the HGHBA Board of Directors proudly announces the return of the New Home Parade taking place September 18, 19, 20 and September 25, 26, 27, 2015. These are the two weekends immediately following the HBA's Home Improvement & Outdoor Living Show in the Myrtle Beach Convention Center.

Participating builders will receive:

- Full page in the *New Home Parade Plan Book* featuring rendering, floor plan, directions and special features of the parade home published by *The Sun News*.
- Promotion of the Parade in *Building Industry Synergy*, as well as other local media and distribution of the *New Home Parade Plan Book* during the Home Improvement & Outdoor Living Show the weekend of September 11, 12, 13, 2015 in the Myrtle Beach Convention Center.
- Multi-media advertising campaign including insertion (full run) of the Plan Book in *The Sun News* the week prior to the opening of the parade.

The Horry Georgetown Home Builders Association is looking forward to providing the homebuyer an opportunity to learn about the latest in home design, energy efficiency, green building, new home choices and so much more, while showcasing the "Best of the Best", with our members.

To obtain a *New Home Parade* registration packet, call the HGHBA office at 843-438-4124 or email rao@hghba.com. ■



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