

# BUILDING INDUSTRY SYNERGY

www.BUILDINGINDUSTRYSYNERGY.com

- HOME SHOW 2016  
February 12th - 14th  
Exhibitor List & Map
- SHOW SEMINARS &  
DEMONSTRATIONS  
Schedule of Events
- Horry Georgetown HBA  
The Importance of Membership
- MJM CUSTOM BUILDING  
& REMODELING  
Sunrooms & Patio Enclosures
- FINDING REMODELING IDEAS
- BUILDING RESOURCE GUIDE
- LOCAL BUILDING SUPPLIERS
- SUNROOMS & ENCLOSURES

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2016 HGHA Home Show  
February 12th - 14th in MBCC  
www.MBHomeShow.com



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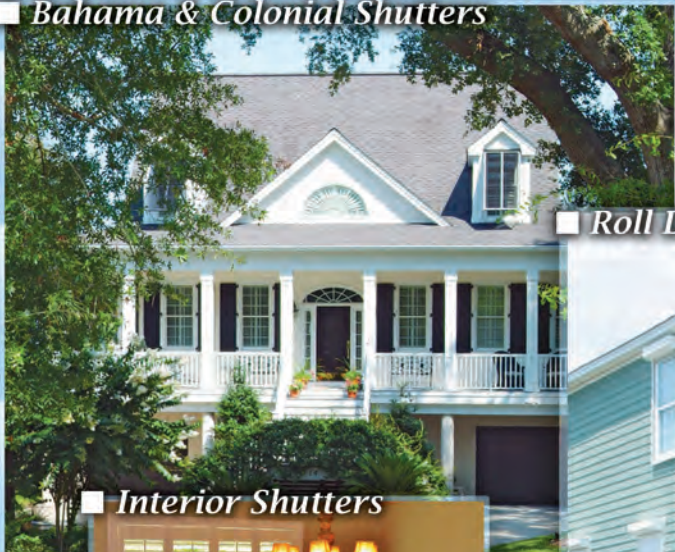
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## SEMINARS & DEMONSTRATIONS



### FRIDAY, FEBRUARY 12

- 11am Heart & Soul Food –**  
*Learn the secrets to preparing great soul food.*  
Presented by Mike Chestnut, Big Mike's Soul Food
- 12pm A Lifetime Love of Myrtle Beach –**  
Presented by Billy Roberts
- 1pm Romancing With Wine –**  
Presented by Randi Rimedio, A Difference in Dining
- 2pm Food For Romance –**  
Presented by Tom Mullally, A Difference in Dining
- 3pm Chocolate For The One You Love!**  
Presented by Geoff Blount, International Culinary Institute of MB

### SATURDAY, FEBRUARY 13

- 11am For the Love of Daylilies –**  
Presented by Ed Zahler & Duane Therrien
- 1pm 2016 HGTV Dream House –**  
*Inspiration, colors, fabrics and furnishings.*  
*See how Ethan Allen brought the Dream to Life!*  
Presented by John Hanna and Brian Hardee, Ethan Allen
- 2pm Spring Edible Gardening –**  
*Herbs and heirloom veggies.*  
Presented by Kris Reynolds, Inlet Culinary Garden
- 3pm Lawn Care –**  
*Caring for a lawn in the Carolinas can be quite a challenge. This workshop will outline the proper management techniques needed to provide you with an environmentally safe, attractive lawn.*  
Presented by Gary Forrester, Clemson Extension Service

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FEBRUARY 12-14 IN MBCC



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## SEMINARS & DEMONSTRATIONS

**SUNDAY, FEBRUARY 14**

- 12pm Remodel Your Home for a Lifetime** – This workshop will help homeowners remain in the homes they love, safely, independently and comfortably as they age by introducing tools and remodeling ideas to improve everyday living. Presented by Yvonne Yates, Certified Aging in Place Specialist
- 1pm Container Gardening** – Many gardeners reside in areas that do not have enough property to successfully grow a garden or soil may be too poor to achieve an adequate stand. For those gardeners who are challenged by soil or location problems, many of the same plants will grow in the ground will also thrive in containers, maybe even better. During this seminar, information will be given outlining the techniques needed to grow a variety of plants in containers from vegetables to flowering plants. Presented by Gary Forrester, Clemson Extension Service
- 2pm Designing for Today's Technology** – From home design to interior selections and finishes, homeowners are increasing the use of technology in their homes to conserve energy and make life more convenient. The CRG team has experience designing remodels and new construction homes that incorporate home technology solutions on a variety of levels. Presented by Kadin Karschner and Stacy Davis
- 3pm Palm Trees 101** – Basic Care, Maintenance and Pruning  
Presented by David Wroten, DLW Farms



If you have any questions regarding any of the above information, feel free to visit the HGHBA booth at the back of the show or call (843) 438-4124 anytime during show hours.



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Register for the March 2nd four hour class and learn about the significant changes from the 2012 International Residential Codes (IRC) to the 2015 IRC Codes.

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Two respected local companies available to assist you with your sunroom or patio enclosure project.

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### Finding Design Ideas for Your Remodeling Project

Learn about many of the resources available to find a variety of design ideas for your remodeling projects.

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Read about two of the major local building supply companies here on the Grand Strand.

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### 2016 Home Show Exhibitor List & Map

The list of exhibitors in the 2016 Home Show at the MBCC February 12th – 14th & a map of the booth numbers & where each exhibitor can be found.

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### CRG Companies: Build Your Company By Supporting Your Community

CRG Companies was established in 2010 by Preston Guyton who learned the real estate business early in life and found the need for a simplified home building process. He developed the vision of one company that would work with the client from the initial lot purchase to creating a custom home design, to the final construction details.

## PAGE 25

### Better Business Bureau

The BBB of Coastal Carolina handles complaints from all industries and all kinds of consumers. Most complaints can be resolved with good customer service – courtesy, respect, listening and accepting responsibility.

## PAGE 27

### Sunrooms, Porch & Patio Enclosures by MJM Custom Building & Remodeling, Inc.

For homeowners or building professionals considering adding on a sunroom or enclosing their existing porches, patios or lanais, MJM Custom Building & Remodeling, LLC has the expertise to assist with the design decisions and handle the construction.

## PAGE 31

### The Building Foundation is an Important Detailed Component in Every Residential or Commercial Building Process

Professional Concrete, Inc. serves both the local residential and commercial building industries, as a licensed, fully insured concrete contractor specializing in concrete footings, concrete foundations, concrete slabs, concrete driveways, concrete sidewalks, concrete pool decks & decorative concrete.

## PAGE 33

### Economic Development – A Team Sport

As business leaders and representatives of our community, it is crucial for us to create jobs and opportunities right here on the Grand Strand.

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### Residential Remodeling Trending Spending Up

Spending on residential remodels will continue to trend upward, according to experts at a press conference hosted by the National Association of Home Builders Remodelers at the International Builders Show in Las Vegas on January 19th.

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### Myrtle Beach Area Chamber of Commerce

Helping Grand Strand residents stay informed of everything surrounding our community

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### The 2016 Editorial Calendar for Building Industry Synergy

# BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

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## on the cover



(from left to right) Terri Nardslco, Preston Guyton, Al Nardslco and Dan Murphy with CRG Companies and Living Beach seen on the future site of Living Dunes, a new upcoming neighborhood in Grande Dunes. Living Dunes will merge coastal style with the traditional neighborhood atmosphere offering amenities that cater to every lifestyle.





# Welcome to the 2016 HGHBA Home Show

by Rob Clemons



Welcome to the 36th Annual Home Show presented by the Horry Georgetown Home Builders Association. If you are thinking about buying a home, making improvements to your existing home, or are just looking for great ideas – you've come to the right place!

At the show, you'll have an opportunity to visit 200 exhibitors showcasing their products and services. This is the perfect opportunity to research many different high quality companies and products in a fun and friendly atmosphere over a short period of time. Enjoy impressive displays by specialists in the fields of new home construction, remodeling, outdoor living, swimming pools, home security, hurricane protection, interior design, energy efficiency and much more. These specialists are committed to their crafts and can answer your questions face to face while giving you helpful ideas to obtain your goals.

In between checking out the vendors, you can enjoy informative workshops, seminars and special events presented by industry experts. Amongst the unique learning experiences are: Lawn and Palm tree maintenance, Smart Home technology, Interior Design, Cooking tutorials, Aging in Place ideas, and more. Sample some food, learn new things, ask questions, and have fun! Check out the show schedule for a full list of times of the various events.

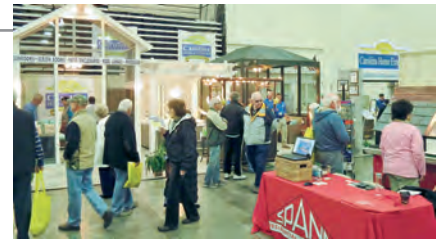
Finally, Coastal Animal Rescue is hosting a Silent Auction including custom Pet Houses and other home products with all proceeds going to the care of homeless animals. They will also have some cute, furry friends at the show that are looking for a good home. Other displays include presentations by the Waccamaw Arts and Crafts Guild and booths featuring groups such as the NAHB Student Chapter and Habitat for Humanity. The Horry Georgetown Home Builders Association is committed to supporting

charitable local groups to help make our community a better and stronger place. We know you will be glad you stopped by.

With all of this entertainment, it promises be a great time for all. We look forward to seeing you at the show!

*If you have any questions regarding the show, feel free to visit the HGHBA booth in the rear of the show or call (843) 438-4124 anytime during normal show hours.*

– Rob Clemons,  
Dawol Homes, Inc.  
2015/2016 President of the  
Horry Georgetown Home  
Builders Association ■



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## 2016 Calendar of EVENTS

### FEBRUARY

- 10 HBA of SC Executive Board
- 12-14 Home Show 2016 in the MB Convention Center

### MARCH

- 2 2015 IRC Code Change Workshop
- 15 HBA of SC Bird Supper
- HBA of SC Board of Directors Meeting
- PRC Luncheon

### APRIL

- 7 Spring Clay Tournament
- 19 General Membership Luncheon in Rioz
- 26 HGHBA Board of Directors Meeting

### MAY

- 10 HBA of SC Executive Board
- 17 General Membership Luncheon in Rioz
- 17 HBA of SC 5th District Meeting

### JUNE

- 21 General Membership Luncheon in Rioz
- 28 PRC Luncheon

### JULY

- 13 HBA of SC Executive Board

### AUGUST

- TBD Golf Tournament
- 7 NAHB Fall Board – Miami
- 9 HGHBA Board of Directors Meeting
- 16 General Membership Luncheon in Rioz

### SEPTEMBER

- 9-11 Home Improvement & Outdoor Living Show in the MB Convention Center

### OCTOBER

- 18 General Membership Luncheon in Rioz
- 25 PRC Luncheon

### NOVEMBER

- 10 Fall Clay Tournament
- 15 General Membership Luncheon in Rioz
- 17 HBA of SC Legislative/Strategic Planning
- HBA of SC Board of Directors Meeting

### DECEMBER

- 7 HBA of SC Executive Board Meeting
- 8 PRC Luncheon
- 13 HGHBA Board of Directors Meeting

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



Berkley White with Classic Homes (right) inducts 2015 HGHBA president, Rob Clemons with Dawol Homes, to a 2nd term for 2016.



The 7 new HGHBA member inductees at the January 12th membership meeting in Rioz were (left to right): Brad McQueen with Southeastern Elevator, Margaret Stephens with Great Southern Homes, Aaron Lynn with Brand Mortgage, Ronnie Wilcox with Blue Max Materials of the Grand Strand, Dan Rosenbaum with Barrier Reef Pools, Ric Coates with Axelrod Realty Properties & Shawn Morton with Alpha Omega Construction.



The 2016 HGHBA Board members inductees at the January 12th membership meeting in Rioz were (left to right): Raymond Goodman with 84 Lumber, Aaron Ramey with AmeriBuilt Custom Homes, Kendall Elvis with Palmetto Chevrolet, Yvonne Yates with Hospitality Services, Lawrence Langdale with Brook Construction, Susan Morich with Susan Morich Insurance & Martin Pettigrew with Monarch Roofing.

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# Membership Has Its Privileges Just Ask Horry Georgetown Home Builders Association

Denise Blackburn-Gay, APR  
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Why belong to a professional organization? The reasons are many. 'Belonging' is one of the best ways to stay abreast of what is happening within your industry and membership definitely has its advantages. Believe it or not, membership in professional organizations is one of the topics we discuss with our clients as they are developing marketing plans and related budgets. We have found that the investment, mostly minimal, can pay huge dividends.



Members of professional organizations stay current on what is happening within their industry, and they remain connected to their peers in both local and national forums. Membership in professional trade associations such as the Horry Georgetown Homebuilders Association offers opportunities for both education and professional development. Add to this the benefits of visibility within the building industry and the opportunity to rub elbows with industry leaders. These opportunities don't exist by simply sitting behind your desk.

Let me make it clear that membership in professional organizations is not the 'end all', 'be all'. It is a vehicle for like



minds to achieve common goals. Now that I've convinced you that membership may just be the missing link in your business, how do you make it work for you? Well, first you do have to join and then the commitment begins. Like anything else, you get out of it what you put in. That's right. Your name on a roster is not enough. Attend meetings, not just because you have to eat lunch anyway, but because you want to be part of the bigger picture. Get there early enough to network. Take interest in what your peers--and even more importantly--what your competitors are doing. You'll be surprised. Take it a step further and join committees that interest you, and be sure to take advantage of the industry seminars and webinars that are often included with membership. Volunteer for special projects, mentoring programs and run for office. Yes, *you*. Run for office!



Sunday school teacher, all while maintaining a full time job as a homemaker and an interior designer. I was always intrigued that people came to her for advice, interviewed her for columns related to her industry, and invited her to speak at seminars and workshops related to design. Now I understand that this was not by chance. It was, no pun intended, by design. I'm sure many of you have success stories of your own.

I invite you to take time to explore the professional organization that is near and dear to our industry. The Horry Georgetown Homebuilders Association is a local, non-profit professional trade association representing residential and commercial builders, subcontractors, suppliers and many other service providers to the home building industry throughout Horry and Georgetown counties.

Membership does have its privileges, but first you have to join. Learn more at [www.MyrtleBeachHomeBuilders.org](http://www.MyrtleBeachHomeBuilders.org).

*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](http://www.marketingstrategiesinc.com) or call (843) 692-9662. ■*



Does all of this take time? You bet, but it is time well spent. Membership in professional organizations gives you a competitive edge and positions you among the leaders in your profession. And after all, isn't that what you really want? A recent survey cited five key ways in which membership in a professional organization helps its members ensure success:

- Networking Opportunities
- Professional Development
- Leadership Experience (*there is no better way for a young professional to gain experience*)
- Friendship, *and this last one may surprise you...*
- FUN!

At an early age, my mother explained to me the difference between joiners and doers. She was a doer, by the way: a Girl Scout leader, a PTO President and a



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# 2015 International Residential Code Changes



WEDNESDAY, MARCH 2, 2016 ■ MYRTLE BEACH TRAIN DEPOT ■ 851 BROADWAY STREET, MYRTLE BEACH, SC

REGISTRATION: 7:30 AM ■ CLASS: 8 AM TO NOON

Are you up to speed on the new 2015 International Residential Code? Is your company prepared for the new requirements that will be enforced by our local building departments come July 1, 2016? If not, don't miss this opportunity to learn all there is to know about the newest International Residential Code. This four-hour class will cover the significant changes from the 2012 IRC to the 2015 IRC codes.

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# The Sun, The Moon & The Stars

The value of a home automatically increases, both in price and lifestyle enjoyment, when increasing a home's square footage space with a sunroom addition. The purpose is custom designed to fit the unique lifestyle needs of the homeowner. A sunroom enclosure can be a solarium, a breakfast room, a fitness room, a recreation space, an enhanced master suite or a home office. *'The sky is the limit with custom design for each homeowner'*. Ready to serve each customer in the design and building of your dream sunroom space are local companies – Carolina Home Exteriors; ALL SEASONS Rooms – Enclosures – Additions.

## CAROLINA HOME EXTERIORS

by Susan Roush

The focus of Carolina Home Exteriors is, "To be the custom residential designer that will make the most of a homeowner's outdoor space as if it's an extension of the existing home," says owner Ted Cligrow. The



Ted Cligrow, Carolina Home Exteriors owner/operator.

company provides homeowners several options to expand their home, lawn, patio, pool, spa or balcony by designing a living area to relax, play and entertain family and friends. Sunrooms, screen rooms, pool enclosures, porches, pergolas and replacement windows and doors are their primary products. Carolina Home Exteriors has a showroom in addition to making onsite complimentary consultations.

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

The company has 36 years of financial stability and credibility to back their expertise. Carolina Home Exteriors' mission statement is: Deliver quality products on



A sunroom addition by Carolina Home Exteriors.

time with excellent service before, during, and after the sale. We respect our customer's time, property and their need to be in the communication process. To fulfill this Ted says, "We are known for our reliability of showing up on time, service follow-up, and warranty work." Homeowners can have confidence that Carolina Home Exteriors' mission statement is culled from strong consumer advocacy. Ted feels a responsibility to be a positive representative of the home

(Continued on page 14)

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Visit us in Booths 100, 101, 102 & 103 February 12th-14th in MBCC



improvement industry. The company has an excellent A+ accreditation with BBB. They also provide educational tools to homeowners via their website, supporting the adage, "An educated consumer is your best customer." This advocacy expands to active involvement

in other facets of the community. Ted is the President of the Board of Directors for Habitat for Humanity of Horry County, and is active in the Myrtle Beach Area Chamber of Commerce and serves on the HGHBA Remodeling Committee.

You can visit a representative from Carolina Home Exteriors in Booth #s 100, 101, 102 & 103 February 12th – 14th in the Myrtle Beach Convention Center. Feel free to call (843) 651-6514 or visit [www.CarolinaHomeExteriors.com](http://www.CarolinaHomeExteriors.com). ■

## ALL SEASONS

*Rooms – Enclosures – Additions*

by Sylvia Trembley

Meeting The Remodeling Needs Of Homeowners Evolving Lifestyles!

In response to homeowners expanding & changing lifestyles in existing homes, Rob Clemons, a licensed and insured SC residential builder developed ALL SEASONS Rooms, Enclosures & Additions. Rob's continued business vision is to meet the remodeling needs of homeowners providing best value solutions with expert construction, high quality products and innovative style combined with energy efficiency.



Sales Manager, Ron Zeligson.

Along with Sales Manager Ron Zeligson, Rob continues to base their construction and design craft in meeting the changing lifestyle needs of homeowners. ALL SEASONS specializes in building custom projects ranging from 'stick built' sunrooms to screen porch enclosures and other types of exterior remodeling. This customization allows them to accomplish the unique needs of each customer. With keen awareness of the importance of energy efficiency, ALL SEASONS also can provide insulated, state of the art vinyl windows and retractable awnings. In the design and building of each 'turnkey' job, product options are offered in



A Sunroom Addition by ALL SEASONS.

both wood frame and aluminum construction.

After meeting with the homeowner to learn exactly what the customer's vision is, All Seasons provides a free written estimate designed to target the customer's desired budget. All Seasons believes in listening to their customer's needs and following through 100% when making suggestions and improvements to a person's home. 'It is personal!' A 1 year guarantee is offered on all work provided by ALL SEASONS.

To learn more or set up a FREE estimate appointment, you may contact the company at (843) 294-2860. Both Rob and Ron are active members in the Myrtle Beach community and are involved in CCAR Community Outreach Programs and Legislative Committees. For more information, you may visit ALL

SEASONS Rooms – Enclosures – Additions remodeling solutions at [www.allseasonsrooms.net](http://www.allseasonsrooms.net).

ALL SEASONS serves the Myrtle Beach Grand Strand and many areas throughout Horry and Georgetown counties. ■

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# Finding Design Ideas for Your Remodeling Project

You want to change the look and feel of your house, but you also want your remodeling job to look fresh for a number of years and complement the existing features of your home. How do you choose the right project and design for you and your family?



First, take your family's lifestyle into account when selecting an area of your home to remodel.

For example, if you get a lot of traffic through the house, consider hardwood floors. Families who frequently entertain in the kitchen may want to expand the room and add an island or some comfortable chairs.

If your bathroom is the place where you escape the world, add a whirlpool tub or a deluxe shower.



After you've chosen an area of your home to remodel, the wide array of project options can be both dazzling and intimidating. To get started, consult the resources below, which can give you specific ideas on how to turn your house into the dream home you've always wanted.

**TV Shows:** There are an increasing number of shows and channels focused on decorating and simple home improvement projects to more complex remodels or home makeovers. For example, *HGTV* features projects that evolve from start to finish on shows like *"Buying and Selling"* and *"Curb Appeal"*; check your local television guide for listings.

**Magazines:** Magazines that cater to home improvement, lifestyle and remodeling can be an excellent source of ideas. Page through publications such as *Building Industry Synergy*, *Dwell*, *Home*, *House Beautiful*, *Better Homes and Gardens*, *Southern Living*, *Coastal Living*, *Food and Wine*, *Country Living*, *Ladies' Home Journal* and *Good Housekeeping* to identify projects and materials that might work in your home.

Additionally, you can request a wide range of free or inexpensive literature by completing the mail-in coupons inserted in such publications.

**Websites/Blogs:** Surfing the Web is a great way to find fresh ideas and to research projects. Many remodelers, manufacturers and magazines host websites that feature project photos, buying guides and product information.

Web directories such as the *NAHB Remodelers Directory* can help you find professional remodelers in your area. Other sites such as *Pinterest* and *Houzz* have extensive photo collections for inspiration. And, an increasing number of DIY and design blogs created by homeowners themselves can also provide inspiration for simple projects you can do around the house.



**Sketches and Floor Plans:** No two remodeling projects are the same, but you can gain some insight into how another homeowner solved a space problem by

(Continued on page 16)



## Atlantic

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carefully studying sketches and floor plans. If, like most people, you are easily confused by plans and drawings, imagine yourself in the middle of the room or space on the plan.

**Books:** Browse a bookstore with a well-stocked home improvement section, but beware of books telling you to be your own remodeling contractor. Most remodeling projects call for a level of skill and work hours beyond those stated in these books. The job of a professional remodeler requires experience and competence in a wide range of disciplines, and unless you are highly skilled and licensed in all the trades, you can quickly get in over your head.

**Newspapers:** Most newspapers publish regular sections devoted to real estate, home design and remodeling. Also, twice a year — usually in the spring and fall — many papers print special home improvement supplements. Each of these sections contains timely articles and useful advertisements on remodeling, home improvement, repair and maintenance.

**Friends, Family and Neighbors:** Do you know someone who has recently



remodeled their home in a style you admire? He or she may still have product manuals, magazines and other helpful information you can borrow, as well as practical advice drawn from his or her own experience.

**Remodeling Professionals:** One of the advantages of choosing a remodeler early is gaining access to an extensive library of resources prior to starting a project. Once you've chosen a contractor, he or she usually can offer you a wide variety of materials, including product manuals, magazines, brochures and blueprints.

**Manufacturers and Suppliers:** The most obvious place to find information about new products and how to use them is on manufacturers' Web sites and in magazine ads. Lumberyards, hardware stores and other

suppliers also can be valuable sources of information. Many suppliers now offer home planning centers, where you can browse comfortably among the following:

- Plan books
- Product manuals
- Sourcebooks
- Building tips
- Magazines
- Brochures
- Directories of local remodelers and builders

To find more information on planning your remodeling project visit the **Remodeling** section on [www.NAHB.com](http://www.NAHB.com) & visit the *Building Resource Guide* on [www.BuildingIndustrySynergy.com](http://www.BuildingIndustrySynergy.com) to learn about many of our local companies that have all of the products and services to assist with your project. ■

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# Strong Building Supply Relationships Lead To Quality Results & Controlled Cost

by Sylvia Trembley

Working with the right building supply company significantly impacts results throughout a building process. Along with providing quality materials and service, the responsibility to manage every detail toward the best building result is the goal.

Whether selecting the right cabinets, decking, doors, drywall, engineered wood, floor trusses, framing, garage doors, hardware, insulation, trim, lumber, roofing, roof trusses, siding, steel trusses, wall panels, windows, wood trusses to name a few of the broad selection of building products offered, ready to serve the building contractor and the remodeler are local building supply companies – 84 LUMBER and BUILDERS FirstSource.

## 84 LUMBER

### *Your Project Is Our Project*

*‘84 Lumber is more than a supplier, they are truly a partner in the success of your business’. Since 1956, 84 Lumber has been a building supply resource for professional home builders. In the last 15 years, the residential building segment of the business has grown to more than 85%. Raymond*

Goodman, Myrtle Beach general manager, states “84 Lumber offers the builder a wide breath of building products along with consistently introducing new products to meet

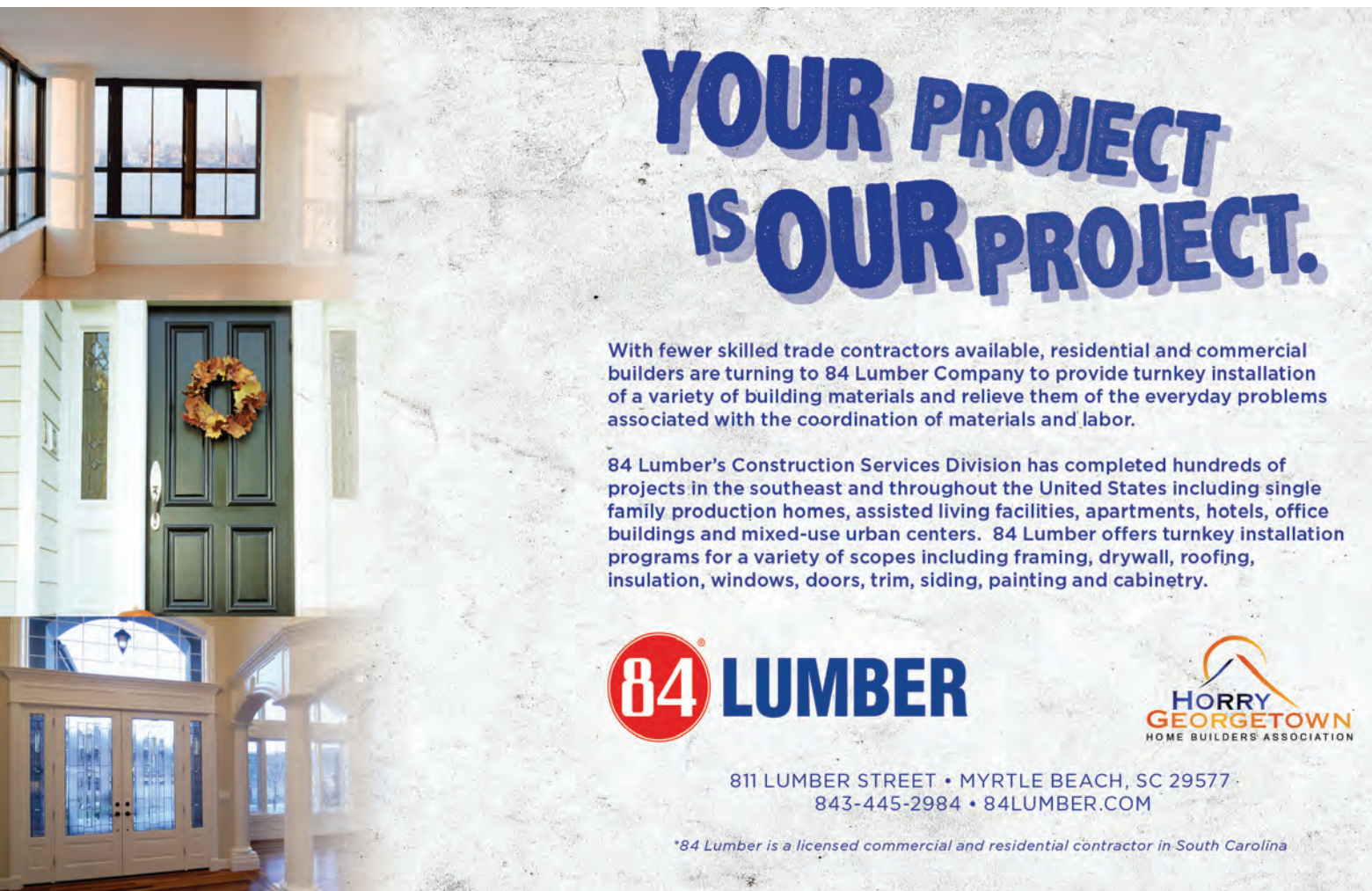


84 LUMBER, Myrtle Beach Market Manager, Raymond Goodman.

all building needs. Keeping low operator overhead allows 84 Lumber the opportunity to offer competitive product pricing”.

84 Lumber carries the best product names in the building industry business as well as manufacturing the highest quality component products using the latest technology. 84 Lumber consistently builds business relationships with residential

(Continued on page 18)



# YOUR PROJECT IS OUR PROJECT.

With fewer skilled trade contractors available, residential and commercial builders are turning to 84 Lumber Company to provide turnkey installation of a variety of building materials and relieve them of the everyday problems associated with the coordination of materials and labor.

84 Lumber’s Construction Services Division has completed hundreds of projects in the southeast and throughout the United States including single family production homes, assisted living facilities, apartments, hotels, office buildings and mixed-use urban centers. 84 Lumber offers turnkey installation programs for a variety of scopes including framing, drywall, roofing, insulation, windows, doors, trim, siding, painting and cabinetry.



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\*84 Lumber is a licensed commercial and residential contractor in South Carolina



building contractors, commercial contractors and remodelers offering on-site project management, inventory management and turnkey expert installation understanding construction requirements and demands.

84 Lumber provides quality products from framing lumber to windows and doors. Roof and floor trusses and wall panels are assembled by skilled technicians and are delivered to the job site coded for easy installation. Preferred window brands such as Plygem, Silverline, Jeld-Wen, Andersen and Eagle are offered in both standard vinyl to custom designs and sizes. Exterior and interior doors are available by Therma-Tru,



84 LUMBER Myrtle Beach Market Manager Raymond Goodman welcomes you to the Myrtle Beach showroom offering a broad selection of window and door styles to choose from.

Jeld-Wen and Masonite including designer glass, vented sidelights and blinds between the glass.

Along with providing quality building products and service, 84 Lumber places top priority on timely delivery. The 84 Lumber professional team guarantees the builder timely and quality completion of each step of the project throughout the building process. The Myrtle Beach 84 Lumber staff welcomes you to stop by the showroom at 811 Lumber Street.

For further information call (843) 445-2984 or visit [www.84Lumber.com](http://www.84Lumber.com). ■



84 LUMBER Myrtle Beach, SC location at 811 Lumber Street.

## Builders FirstSource

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(SEE Builders FirstSource ON BACK COVER OF THIS ISSUE)

“Builders FirstSource primary focus on new construction creates our defined customer base” states local Market Sales Manager Joe Pezzullo. “Our continued effort and focus placed on the growth of in-house manufactured products inherently allow us to control the quality, timeliness and accuracy of the distribution process, with less reliability on outside vendors to determine our ability to satisfy our customer’s needs”. We currently manufacture our own Floor and Roof



Builders FirstSource local market sales manager, Joe Pezzullo.

Truss, Wall Panels, Interior and Exterior Doors and Box Stairs. Joe states that “Builders FirstSource manufacturing capabilities, coupled with the wide range of products in-stock locally, are second to none in the market, offering as close to a ‘one stop shop’ as there is in the area”.

Builders FirstSource has built strong relationships with skilled subcontractors to provide installed services for many of the products they sell, to include whole house framing, windows and doors, James Hardie siding and interior doors, trim and hardware. By combining installation services with high-quality building products and management



of the project, Builders FirstSource takes pride in providing a turn-key service which allows the Builder to turn his management



focus to other areas of his construction project.

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

Builders FirstSource has distribution centers located in Conway, Pawleys Island and a professionally manned Millwork Showroom in Myrtle Beach. They have local specialists available to work with customers and their homeowners on more complex millwork and structural truss and wall panel projects. Joe further states “some of our Builders FirstSource professionals have been working for our company as far back as the late 1970’s and early 1980’s, longer than most of our competitors have been in business in this market”.



“Builders FirstSource strives to stay abreast of the continued evolution of building products, changes and utilization of technology, awareness of the developments in ‘Green’ building and other growing trends” states Joe. This August 2015, Builders FirstSource acquisition of PROBuild was officially announced. “We are extremely excited to combine the strengths and business synergy of two strong market leaders” says Joe. Builders FirstSource invites you to stop by any of the three local branches at 651 Century Circle in Conway, 4916 Hwy. 17 Bypass in Myrtle Beach or 226 Tiller Dr. in Pawleys Island. For further information please call (843) 347-7866 or visit [www.Bldr.com](http://www.Bldr.com). ■



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# 2016 Home Show

## MYRTLE BEACH CONVENTION CENTER

February 12 (10am-6pm) • February 13 (10am-6pm) • February 14 (11am-5pm)



Exhibitor	Booth #
1st Choice Enclosures	221, 308
A Backyard Creation, LLC	622, 623, 702, 703
AAA Blind & Shutter Factory	304
Affordable Luxury Awnings	821
AHG Professional Painting	822
Air Mechanical, Inc.	328
All About the Yard, LLC	806
Anderson Brothers Bank	521

Exhibitor	Booth #
ARS Rescue Rooter	421, 422
B & L Distributing Co., Inc of SC	711
Barnaby and Sons, LLC	315, 316
Barrier Reef Pools & Spas	116, 117, 118, 119
Bath Fitter	413, 414, 415
Benjamin Franklin Plumbing	407
Beyond Clean Decorative Concrete	228
Beyond Clean Grout Cleaning	201

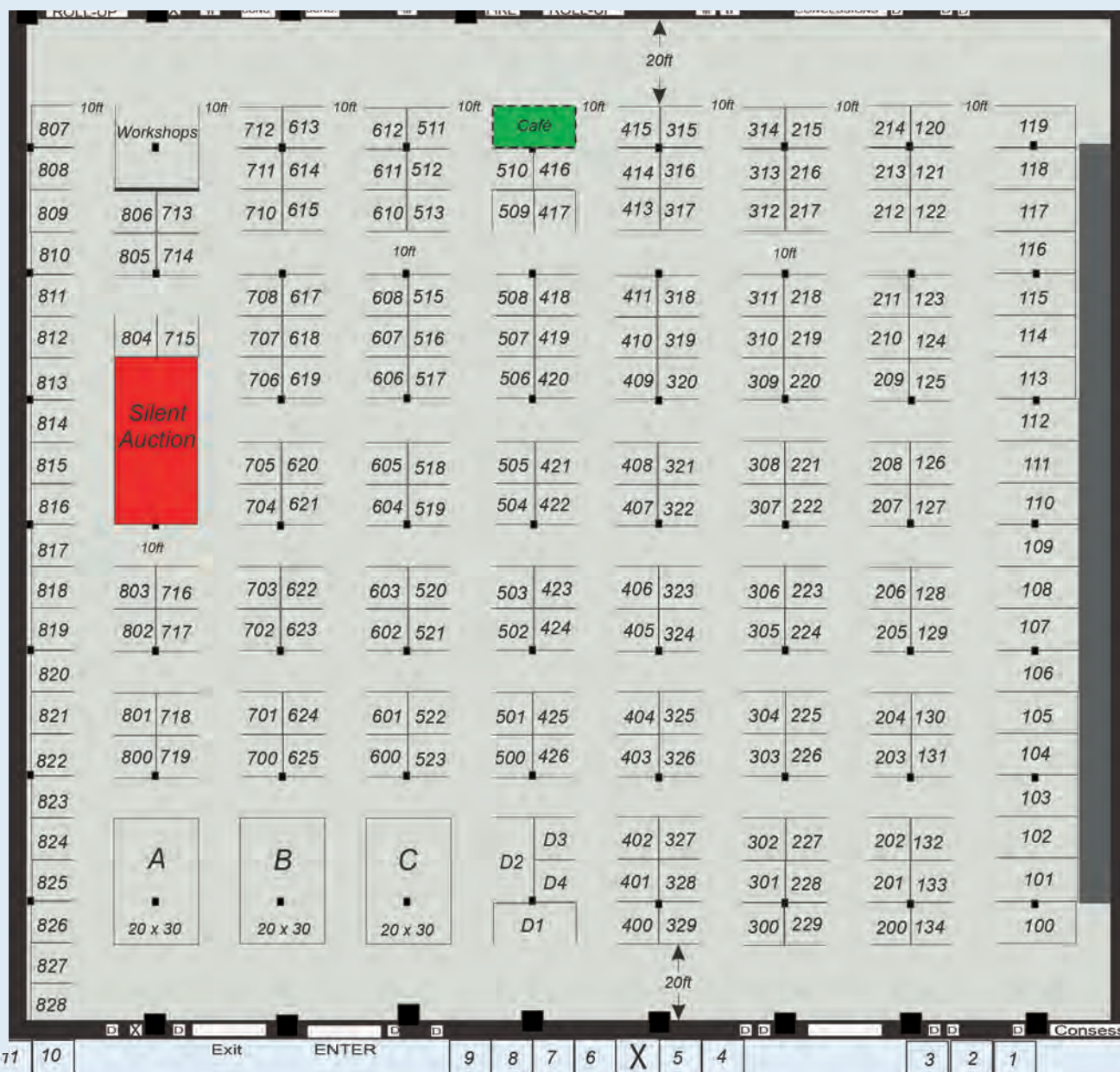
Exhibitor	Booth #
Blue Max Materials of the GS	D-1
Bluegreen Vacation Unlimited	200
Brand Mortgage	D-4
Building Industry Synergy	820
Building Officials Assoc.	Lobby - 3
C & T Kitchen Remodeling	603
Cabinet Market	823
Carolina Comfort Systems	518, 519, 604, 605

Exhibitor	Booth #
Carolina Cool, Inc.	511, 512
Carolina Energy Conservation	400, 401
Carolina Greens Garden Ctr.	713
Carolina Home Exteriors	100, 101, 102, 103
Carolina Solar Security	300
Carolina Temperature Control	313, 314
Carolina Trust Federal Credit Union	229
Clearwater Rain Gutters, Inc.	615
Closet Factory	423
Coastal Animal Rescue	Silent Auction
Coastal Crete Engraving	814
Coastal Fund Control, Inc.	503
Coastal Tinting	317
Coastal Transformations	624, 625
Contract Exteriors LLC	522, 523, 600, 601
Conway Air Conditioning, Inc.	321, 322
Costco Wholesale	406
Creative Concrete	809
Creative Shades	612
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Crystal Clear Pools of MB	208
Curbscapes	126, 127
Cutco Cutlery	611
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Designing Women of the Carolinas	800
DLW Farms	714
Ductworks Heating & Cooling	808
Duraxo Distribution, Inc.	224
East Coast Masonry	710
Easton Industries	716, 717
Easy Radio / WEZV	510
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Ethan Allen Design Center	227
Ferg & Sons	203, 204
First Choice Home Remodeling	217, 312
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G & D Aquatic and Landscape	504
Goode Fence	602
Gordon's Oriental Rug Cleaning	501
GS Tiger Wire Screen Systems	Lobby - 9
Granite Transformations	706
Grassie Granite & Marble	302
Green Energy Foam Insulation	417
Gutterdome Mid-Atlantic	811

Exhibitor	Booth #
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Habitat for Humanity	Lobby - 5
Horry County Gov-Community Dev.	826
Hospitality Services	323, 324
HTC	827, 828
Hughes & Hughes Nursery	107, 108
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Jerry Adams Jr Designs	719
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Overhead Door Co. of GS	613, 712
Palmetto Exterminators	310
Palmetto Patio and Hearth	130, 131
Palmetto Paverstones, Inc.	207
Palmettoscapes Landscape Supply	805
Pedego Electric Bikes of MB	D-3
Pella Windows & Doors	715, 804
Peter Warren Books	Lobby - 4
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Port City Elevator, Inc.	134
Premier Sound Satellite	225
Prestige Custom Homes of MB	520
Quality Pools & Spas, Landscaping	Feature A
Re-Builders, Inc.	500
ReBath of Wilmington	825
Rhino Shield	329

Exhibitor	Booth #
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SC State Housing Finance	301
SC Woman Magazine	Lobby - 6
Seaside Furniture Gallery & Accents	125, 209
Security Vision	123
Shade & Shutter Expo	Feature B
Slide-Lok Garage Interiors	128, 206
Smith's Concrete Products, Inc.	120, 213, 214
Softub	106
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Southern Exposure Sunrooms	815
Southern Leisure Builders	818
Southern Scapes Landscaping & Garden Ctr.	112, 113, 114, 115
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The Gallery of Oriental Rugs	124
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The Practice	Lobby - 8
The Sun News	Lobby - 1
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Tri-City Surface Coating, Inc.	505
Tupperware & Crafts	617
Turner Chiropractic and Rehab	216
Universal Concrete, LLC	104, 105
Waccamaw Arts & Crafts Guild	Lobby - 10, 11, 12
Waccamaw Publishers	813
Waterbridge Contractors of the Carolinas	513
Weber & Associates - Pure Air	509
Weitzel's Custom Screen Rooms, Inc.	405
Westgate Resorts	Lobby - 7
Wicker Imports-Island Furniture	D-2
Williams Flooring of the Carolinas	614
Window World of Myrtle Beach	Feature C
Windowz, Inc.	210, 211
Xtreme Dry Carpet Cleaning	416
ZAP Pest Control, Inc.	816, 817

### EXHIBITOR LIST / MAP



*If you have a question regarding the location of any of the exhibitors or a general question regarding the show, please visit the booth next to the concession areas at the back of the show and a HGHA representative will be there to assist you or you can call (843) 438-4124 any time before or during the show.*





# CRG Companies

## Build Your Company By Supporting Your Community

by Robyn Pigott & Sarah George

**Most business owners will agree that starting and growing a business can be one of the most stressful adventures you can embark on. Regardless of the original motivation, priorities and visions can get lost along the way while trying to wear many hats at once and form a clear plan that will inevitably change over and over.**

Preston Guyton found the same obstacles most business owners experience along the way and certainly found himself working harder and longer than any entrepreneur ever expects. However, he found that his effort to improve the very community he grew up in would be the support he needed to build his company past even his own expectations.

### Beginning With a Vision

CRG Companies was established in 2010 by Preston Guyton who learned the

real estate business early on in life and found the need for a simplified home building process. He quickly began to develop the vision of one company that would work with the client from the initial lot purchase to creating a custom home design to the final construction details. Focusing on environmentally friendly materials and process has been a high priority from the very beginning and this has attracted clients that take pride in their homes and expect a higher standard of building.

What started as a two person business in the very beginning has expanded into a dynamic company with a construction, design, and real estate team as well as a strong administrative support staff. CRG gained a reputation in the beginning for building impressive oceanfront homes and, while they continue to design and build numerous oceanfront homes from Pawleys Island to North Myrtle Beach, they design and build custom homes in all kinds of Grand Strand neighborhoods, remodel older homes, maintain a busy real estate team, create unique carpentry with rare, reclaimed wood, design entire home technology systems, and provide outdoor living and landscaping services. Preston contributes much of the CRG success to

his own supportive family, talented professionals that share the same vision, dependable partners in the industry, and maintaining his original vision of high standards for clients and the local community.

### From Potential Client to Business Partner

Most businesses regularly receive testimonials and recommendations from happy clients, but not many can say that clients have been so impressed with their experience that they join the company! Terri Nardslco sought CRG Companies to remodel an older oceanfront home she had recently purchased. While it would have cost less and simplified the process, Terri wanted to build around the original structure of the home rather than just tearing it down as part of her own vision to improve Myrtle Beach by maintaining the original charm, not tearing down in order to build something new and unfamiliar.

After identifying with the quality of work CRG provided and appreciating similar ideas for ways to encourage economic and community growth, Terri and her husband, Al Nardslco, partnered with Preston and together they have





exceeded the original business goals, increased the number of full time employees to over 40, and added many philanthropic efforts that have made a great impact on the community.

### Philanthropy

CRG has always been involved in local charitable events, as a company and individual employees, and as soon as they saw significant growth within the company, they made it a point to ensure their philanthropic efforts increased as well. “We’ve had the opportunity to greatly expand our operations in the last year and plan for our community involvement to keep pace with our continued growth,” explained Preston. “In addition to partnering with organizations to provide services and volunteer our time, we plan to make monetary donations on a quarterly basis to local organizations.”

Part of the CRG Companies community initiative is to partner with organizations that their team members are already involved with. “Our team is very active in the community and we like to support their efforts and help them make a bigger impact with groups that they connect with,” continued Guyton. “Benefactors of our quarterly donations

will be based on our employee recommendations. Heroes for Children, was selected by our Customer Relationship Manager, Rainbow Russell.” Rainbow will serve as President on the Board of Directors in 2016 for Heroes for Children after working as a guardian with the Horry County Guardian ad Litem Program.

In 2015, Habitat for Humanity of Horry County met with Preston and Terri to discuss a potential partnership that would involve a donation of services or time to assist in building the home. The plans had already been graciously donated, but Preston and Terri wanted to take it a step further and design a home that would better suit the family’s lifestyle. This included an open floor concept that would easily allow the parents to watch their young children playing in the backyard while preparing meals and carefully selected materials that were based on allergen ratings to relieve allergy issues their son had been struggling with. The family has been incredibly appreciative of everyone’s support and can’t wait to unpack that final box as official homeowners.

While the family’s wish list was simply to own a home after working hard through

the Habitat’s program, the CRG Team wanted to be sure it was a home they could grow in and enjoy. The Habitat for Humanity project not only served as inspiration to the entire company, but it also encouraged support from their vendors, contractors, and partners while reminding everyone that supporting your community should always remain one of the highest priorities for a local business.

### Living Dunes

Grande Dunes recently decided to expand the community with something different in mind, a community focused on connecting with one another by designing for walkability, local shops and businesses, and, of course, walking distance to the beach.

Shortly after reaching out to discuss a potential partnership, plans for the new Living Dunes community were set in motion to create the type of neighborhood Grande Dunes had in mind with a twist. Living Dunes will include a carefully planned variety of homes that will each appeal to different residents from the young professional that loves the live/work townhome concept to the family with young children that enjoy long walks on quiet, nature paths to the established







adults that want the flexibility of including their own parent(s) in their living arrangements.

The focus of this modern, coastal neighborhood is to bring back the friendly, connectedness of a neighborhood and add contemporary style and technology to the homes. With the new small businesses quickly going up on one side of the community and the businesses and medical facilities, including Grand Strand Hospital, on the other, the communities and their residents should feel connected to everything around them including their own neighbors.

**Planning for Growth**

Over the last few years, CRG Companies has grown in every aspect. The success of a business is not only found in the profits at the end of the quarter. The success of a business is determined by their vision for the future, the way they take care of their employees, how they prioritize their local nonprofits (you can show support by more than just donations!), and their impact on the community. Defining financial objectives

is necessary to maintain and grow a business, but when the development and betterment of the community is prioritized, the success of the company is sure to follow.

*For more information on CRG Companies, partnering for local nonprofit efforts, or to learn more about Living Dunes, CRG's upcoming community, contact Robyn Pigott. ■*



(843) 651-8460

[Robyn@CRGCompaniesInc.com](mailto:Robyn@CRGCompaniesInc.com)

[www.CRGCompaniesInc.com](http://www.CRGCompaniesInc.com)







## Your Local Better Business Bureau Creates Resolutions. The BBB Receives an Average of 579 Complaints from Businesses Throughout Horry & Georgetown Counties Every Month

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

**What do you do with the impossible consumer?** The BBB of Coastal Carolina handles complaints from all industries and all kinds of consumers. Both Accredited and Non Accredited businesses come to us asking for help. Unfortunately often the business waits too long and has usually exhausted most of its options. Most complaints can be resolved with good customer service – courtesy, respect, listening and accepting responsibility.

The Internet is brimming with advice on dealing with customers who attack through social media. However, there's less advice out there for dealing with seemingly impossible customers who prefer direct confrontation. Placating an unhappy customer is one thing; standing up to an

unreasonable customer is another. If you're in business long enough;



*While impossible customers can't be avoided, you have a choice in how you deal with them.*

chances are you'll come face to face with a customer who claims to have damning evidence against you and threatens to take down your business. They attack by phone, letter or even in person. They won't back down and they refuse to accept your

response was satisfactory, even when all evidence is in your favor.

The majority of these cases arise when a service is performed rather than a product sold. Things get more complicated when a customer cannot simply return a product for a refund. The following is an example:

Joe is a licensed contractor who was not accredited. He approached the Better Business Bureau about his issues with Jane (an impossible customer). We called Jane to see if we could resolve the issue. Despite multiple offers of help, Jane insisted on pursuing her complaint with small claims court. Joe offered to go through the BBB's arbitration process with her but she refused. *If Joe hadn't let the dispute go on so long before asking for help we could have saved both himself and Jane a lot of time, aggravation, and money with our BBB's arbitration process.*

(Continued on page 25)

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Don't go in with a defensive posture; the situation will quickly escalate.

## Dealing with Impossible Consumers

- **Follow the Law** – Make sure you are in compliance with industry regulations.
- **Document Everything** – Joe had a completion certificate signed by Jane; copies of letters he wrote her; plus email correspondence with the BBB asking for help. His evidence outweighed what Jane brought to the hearing.

- **Double-Check Everything You Present to a Customer** – Whether it's an estimate, change order or completion certificate.
- **Be Transparent** – State your policies clear and accessible – on your website and in store.
- **If it Doesn't Feel Right, Resign the Job** – You don't need the aggravation. It is important, of course, to make that decision early before money changes hands. It requires careful observation and intuition to know when a relationship will go south.

If you reach an impasse, contact the BBB. We can intervene and suggest several possible solutions before the situation escalates into a hostile disagreement.



If you reach an impasse, contact the BBB. We can intervene and suggest several possible solutions before the situation escalates into a hostile disagreement.

Finally, hold on to your integrity. Even seemingly intractable situation doesn't make it right to resort to anger or aggression. Don't go in with a defensive posture; the situation will quickly escalate. While impossible customers cannot be avoided, you have a choice in how you deal with them!

## What is the Takeaway Here?

*The time and money spent trying to fix something communicating, documenting, responding, and asking for help at the right time can sometimes be the cost of protecting your business!*

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# Sunrooms, Porch & Patio Enclosures by MJM Custom Building & Remodeling, Inc.

by Susan Roush

For homeowners considering adding a sunroom or enclosing their porches, patios or lanais, MJM Custom Building & Remodeling, LLC has the expertise to assist with design decisions and handle construction. The company established itself as a preferred builder in the Carolina Forest Waterbridge community. Michael Marchese, President of MJM Custom Building & Remodeling added porch enclosures as an attractive standard feature to the homes he built there. He and Rick Bray, Construction Manager, first got to know each other on the sidelines of their sons' traveling baseball games. Finding they had compatible values and skills, they decided to grow the enclosure side of the business with Rick at the helm.



Michael Marchese (far right) is the owner of MJM Custom Building & Remodeling LLC.

“We’re turning a space that you already have on the back of your house into a whole other area for entertainment, and when you want to use it, it’s ready and it’s clean,” says Rick. Whether there is a preexisting screened porch, a blank slab, or no slab, the outdoor area is not being maximized because of environmental variables: it’s too hot, too cold, it’s rainy, it’s windy, it’s dirty, and there’s pollen and insects, to name a few obstacles.

The modular system they most

commonly use is made of durable aluminum framing and panels along with 4-track vertical 10 millimeter vinyl windows. These are the same materials used for the enclosures of the MJM custom homes in Waterbridge, and the home patio enclosures they did in Market Common and other Grand Strand communities. Of the vinyl windows, Rick emphasizes, “It’s super strong – you can put your fist in it and it will stretch out and come right back into shape.” The aluminum is sturdy

and it’s finished with a baked-on enamel, like an automotive finish, in a desirable neutral color.

A quick look at photos of these enclosures gives an idea how livable and appealing they are; plus, they are highly customizable. The two biggest factors that compel homeowners to go with MJM Custom Building & Remodeling enclosures are cost and ease. Their primary window product is PGT Eze-Breeze® brand, though homeowners have the option of going with a different acrylic window product, or a hybrid that also incorporates glass for oversized windows.



Rick Bray (far left) is the construction manager and operator of the remodeling side of the business which includes the sunrooms & patio enclosures installations.

(Continued on page 28)



One of the first steps Rick takes with homeowners is deciding how they want to use the space. Some folks use their open patio to park a grill and flip an occasional burger, but with others,

“You can tell they live out there.” Homeowners will truly be able to maximize the area with an enclosure. The modular system allows for optimal design flexibility. For example, if you

want to hang a television or artwork on a wall, it can be accommodated. Maybe you have a neighbor you’d rather not see every time you set foot in this space; there’s a solution for that. Don’t want floor-to-ceiling windows? They can build a knee wall. If you want a large enclosure with three ceiling fans and lots of electrical outlets, Rick and his team can accomplish that, along with gabled roofs, tongue-in-groove ceilings, and a multitude of other design esthetics.

Once the design decisions have been made, and all the paperwork is complete, on average homeowners will be able to enjoy their new living area in 30 days – that’s the quick part. “It’s essentially a two-step installation process for most jobs.” Rick explains, “I can get all my materials in a couple of days and frame up your whole room, depending on the size, within a day or two. Then we measure and order your





windows.” The windows generally take two-three weeks to be delivered and one day to install.

When asked about warranties, the MJM Custom Building & Remodeling, LLC credo is at the forefront: “Our number one goal is to make customers completely happy, whether it’s a

\$500,000 house, or a \$10,000 porch enclosure,” Rick states. They will do what it takes to guarantee 100% satisfaction. He is not just a sales person who does the paperwork and disappears – he’s on the job to ensure quality and the fulfillment of the company’s customer service promise.

Deeply committed to family, MJM men are not going to disappear from the community. Rick moved from Wake Forest, NC to Surfside Beach 15 years ago where he and his family have permanently established themselves. His construction roots also run deep with over 25 years of experience. Rick will troubleshoot any issue that might arise under a product warranty. On that point, in the 12 years that they have been using these products, they have not had quality issues with the manufacturers.

Once the enclosure is finished and the living is easy, so is maintenance. Rick advises cleaning the windows twice-per-year with microfiber cloths and a solution of one capful of Woolite to a gallon of warm water. With a two-person team, one to pop them out to wash them and the other to dry and put them back in, cleaning is a cinch. The smooth surface aluminum is easily hosed off and wiped down.

The price of an enclosure is dependent on size and design and whether there is a pre-existing slab, roof overhang and/or exterior walls that can be used as part of the enclosure. Generally spaces can be transformed to a lifestyle asset at a budget-friendly price that will give homeowners many years of satisfaction.

Visit a MJM representative in **Booth #122** at the 2016 Home Show in the Myrtle Beach Convention Center February 12th-14th. Feel free to contact Rick Bray at (843) 957-9237 or email [surfsiderick@gmail.com](mailto:surfsiderick@gmail.com) for more information or a free consultation.

*Susan Roush traveled globally as a quality assurance / brand identity consultant to the luxury hotel and resort industry. She is a licensed Realtor and a freelance writer and editor with over 20 years of experience, including several real estate-related articles. You can contact her at [roushsusan1@gmail.com](mailto:roushsusan1@gmail.com) or (843) 333-8369. ■*



WINDOWS OPENED



WINDOWS CLOSED

(Continued on page 30)





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by Sylvia Trembley

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

(Continued on page 32)



The Professional Concrete, Inc. team begins the concrete pouring process.





Staton McIntyre, owner of Professional Concrete, Inc.

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

Enjoying the business challenge of sales and marketing and as Staton professes "*I am a born entrepreneur at heart*", his goal was to determine the right product to provide people with a quality service across the Grand Strand. In the year 2000, Staton's personal commitment to own a business and provide a needed service became the origin of Professional Concrete, Inc.

Staton McIntyre's original business focus was to build a productive company and earn the business to lead the industry across the Grand Strand with a personal commitment to deliver a 'hands on' personal touch. Through the years, he has stayed true to this vision with being appreciative of the opportunity to continue to work with reputable building contractors. Staton states "*Professional Concrete, Inc. is not too big for any company, always approachable and always available*". Specializing in concrete footings, foundations, slabs, concrete walls, driveways, sidewalks, pool decks, decorative concrete, all work is done in-house by Professional Concrete, Inc. employees only.

*"We take pride in what we do".*

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

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

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

*For more information, you may visit [www.professionalconcreteinc.com](http://www.professionalconcreteinc.com) or call (843) 399-1900. ■*

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# Economic Development - A Team Sport



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

**Economic Development is a team sport. We need the support from everyone in the community to be successful and help Horry County thrive.**

No matter where you live in the United States, there is a common challenge all communities are facing today: JOBS. It's a challenge especially critical here in Myrtle Beach and Horry County, where the unemployment rate is about 6.9%.



*Company representatives, MBREDC elected officials and project partners celebrate the ground breaking of Accent Stainless Steel in Loris, SC.*

That includes an existing workforce, and the thousands of young men and women graduating each year from our nationally recognized public school system, Coastal Carolina University and Horry Georgetown Technical College. We invest in these young men and women and, unfortunately, too often see them leave our community for places of "better opportunity."

As the business leaders and representatives of our community, it is crucial for us to create jobs and opportunities right here on the Grand Strand. We have a responsibility to drive progress and retain the talents of our current generation and those to come.

(Continued on page 34)

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Horry Georgetown Technical Center President Neyle Wilson hosted members of the MBREDC and CIA for a tour of HGTC's welding and CNC shops at their Conway Campus.

Josh Kay, Myrtle Beach Regional Economic Development Corporation's (MBREDC) President & CEO, has a favorite quote from Mike Krzyzewski, Duke University Men's Basketball Coach, "There are 5 fundamental qualities that make every team great: communication, trust, collective responsibility, caring and pride. I like to think of each as a separate finger on the fist. Any one individual is important, but all of them together are unbeatable."

The Myrtle Beach Regional Economic Development Corporation (MBREDC) is a public-private partnership receiving much of its support from private-sector partners and business leaders just like you.



MBREDC 2015 Fall Membership Luncheon.



MBREDC 2016 Annual Meeting held at the Marina Inn at Grande Dunes.

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- Opportunity To Work With And Meet Representatives From New Companies
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For more information about becoming a MBREDC member contact Morgan Dendy at [mdendy@mbredc.org](mailto:mdendy@mbredc.org) or (843) 349-7890. ■

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# Residential Remodeling Spending Trending Up

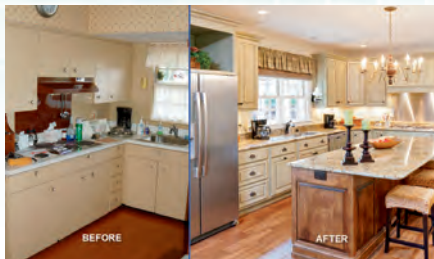


Spending on residential remodels will continue to trend upward, according to experts at a press conference hosted by the National Association of Home Builders (NAHB) Remodelers at the International Builders' Show in Las Vegas on January 19th. Professional remodelers from around the country agreed with the forecast, citing clients' increased financial security.

NAHB projects that remodeling spending for owner-occupied single-family homes will increase 1.1 percent in 2016 over 2015, and another 1.9 percent in 2017.

"Our remodeler members have regained confidence in the market as home owners move forward with new remodeling projects, as reflected in the positive fourth quarter results of NAHB's Remodeling Market Index," said 2016 NAHB Remodelers Chair Tim Shigley, CAPS, CGP, GMB, GMR, a remodeler from Wichita, Kan. "NAHB Remodelers looks forward to working in a strengthened market as remodeling continues to increase in popularity."

"After recent revisions, Census estimates now indicate that improvements to owner occupied housing increased at a real rate of 1.3 percent last year, which is consistent with NAHB's expectations and our measure of



remodelers' sentiment," said Paul Emrath, NAHB's vice president for survey and housing policy research. "Going forward, we expect this modest growth in the market to continue, fueled in part by steady appreciation in house prices that will enable owners to tap into their home equity to fund remodeling projects."



"While the economic recovery has brought about a surge of remodeling activity for second homes in our market, access to credit continues to hamper the remodeling market's full potential locally," said Jeff Grantham, CAPS, CGP, CGR, GMB, a remodeler from Petoskey, Mich. "We

remodel many of these homes to make them accessible to family members of all ages."

**ABOUT NAHB REMODELERS:** NAHB Remodelers is America's home for professional remodelers, representing the more than 55,000 members of the National Association of Home Builders (NAHB) who are involved in the remodeling industry. Founded in 1982, the organization provides information, education and designation programs to improve the business and construction expertise of its members and to enhance the professional image of the industry. Its membership incorporates more than 100 local councils across the nation. Learn more about remodeling at [nabh.org/remodel](http://nabh.org/remodel) & visit

the Building Resource Guide at [www.BuildingIndustrySynergy.com](http://www.BuildingIndustrySynergy.com) to find many local companies ready to provide the products and services to assist with your remodeling project.

Follow NAHB Remodelers on Twitter: [@NAHBRemodelers](https://twitter.com/NAHBRemodelers). ■



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Be Informed on Local Concerts, Culture, Economic Growth, Festivals, Job Connections, Leadership, MBACC Rx Savings, Real Estate, Restaurants, Senior Seminars, Shopping, Social Connections, Sporting Events & Tourism.

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



Remember the days of developing “a website?” Myrtle Beach Area Chamber of Commerce has developed resourceful customized online sites targeting specific interests and initiatives. Each site serves our mission to promote, protect and improve business in the Myrtle Beach area.

**GrandStrandEvents.com** – Find activities throughout the Grand Strand including sporting events, museum exhibits, festivals, concerts, fundraisers and more.

**GrandRestaurants.com** – Make choosing your next dining experience quick and hassle-free.



**ThinkMyrtleBeach.com** – Before you buy or sell a home, great website for anyone planning to relocate.

**TourismWorksForUs.com** – Learn about who benefits from tourism; the economic impact of tourism and tourism growth.

**GsSCENE.COM** – This provides social networking, professional development, and community engagement for young professionals along the Grand Strand.

Visit us in Booth 304 @ MB Convention Center Feb. 12-14!

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**LeadershipGrandStrand.com** – Offers a once in a lifetime opportunity for professionals to take their leadership agenda to the next level.

**I73.com** – The push for Interstates I-73, 74 and 75 will bring economic growth to six different states including South Carolina. View economic impact studies, a corridor map and benefits of the new interstate.

**MyrtleBeachAreaMarketing.com** – Stay current on chamber marketing updates and presentations; take a look at MB area commercials being aired in various media markets; view marketing results and efforts.

**ShopOurMembers.com** – Make your hard-earned money go further; fuel the local economy.

**MyrtleBeachSeniorDeals.com** – Delve into Myrtle Beach area deals offered.

**ChamberAcademy.com** – Find seminars ranging from marketing and technology to

retirement. Most classes are free and open to the public.

**VisitMyrtleBeach.com** – View the official website of your Myrtle Beach Area Convention Visitors Bureau. Find places to stay, play and dine. Check out extra savings.

**MyrtleBeachAreaChamber.com** – Explore All Opportunities! The **Business Directory** for reliable merchants; check out the Small Business Center, download money-saving coupons; print **MBACC Rx Card** with savings up to 75%. Find job opportunities on our **Job Connections** page. See **Travel With The Chamber** page offering affordable trips open to the public. Discover ways you can support local nonprofits in the **Nonprofit Resource Center**. **MBACC's Business Connect Program** makes it easier than ever to purchase products and services locally!

Since 1938, Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The Association of Chamber of Commerce Executives has named MBACC the 2015

Chamber of the Year, and the U.S. Chamber of Commerce has awarded the chamber its five-star accreditation. For more information on how you can put the power of MBACC membership to work for you, call (843) 626-7444, visit us online at **MyrtleBeachAreaChamber.com**, or stop by our main office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



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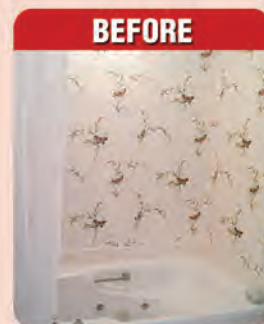
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- EXTERIOR PRODUCTS ~  
Roofing / Siding / Stucco

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- KITCHEN / KITCHEN DESIGN
- BATHROOM / BATHROOM DESIGN
- MILLWORK ~  
Door / Window / Specialty Products

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Material Close: August 12, 2016

#### WINTER 2016

- HOME AUTOMATION ~  
Security / Home Theater
- INTERIOR DESIGN ~  
Window Treatment / Lighting

Space Reservation: October 14, 2016

Material Close: October 21, 2016

Submit all materials to: [info@sc-bis.com](mailto:info@sc-bis.com)

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

# BUILDING INDUSTRY SYNERGY

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