

BUILDING INDUSTRY SYNERGY

A Business to Business Resource Promoting Community Growth

SOUTH CAROLINA | GRAND STRAND | NOVEMBER-DECEMBER 2014

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In The BIS - HGHBA 2015
Home Show 'Official Publication'
Distributed At The MBCC
February 20th - 22nd

- Home Show 2015
February 20 - 22
Show Schedule & Registration
- History of Horry / Georgetown
Early 19th Century Remedies
- Home Automation
& Security
- Market With Confidence
- Roofing & Siding
- Health & Safety
- 2015 New Home Parade

Visit Our On-Line Building
Industry Resource Guide



Lynn Blevins

Terry Price

Prestige Custom Homes
Believe in Your Dreams

OFFICIAL PUBLICATION OF


**HORRY
GEORGETOWN**
HOME BUILDERS ASSOCIATION


MYRTLE BEACH AREA
CHAMBER OF COMMERCE

VIEW EACH ISSUE ONLINE

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Cherry Grove

With 7 bedrooms and 8.5 bathrooms, the energy efficient design, luxurious upgrades, private pool and spa, beautiful view of Cherry Grove beach, and elevator arriving on all levels, and other great features, the new owner will be sure to enjoy this home as a second vacation home or vacation rental investment!



Parkwood

This 3 bedroom, 2.5 bathroom home is energy efficient with a porte cochere, screened-in porch with outdoor fireplace, a spacious kitchen with upgraded kitchen cabinets and copper farmhouse sink, a detached garage with an optional guest suite, and much more!



Palm Bay

Located in the gorgeous community of Palm Bay in Murrells Inlet, this amazing 3 bedroom, 2.5 bathroom home features a cozy design with an open floor plan, private backyard with a screened-in porch, and the perfect location by the TPC Boulevard, home to the Tournament Players Club golf course! Perfect for golfers and families!

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CRG Real Estate provides a full-service, boutique real estate brokerage firm with experience in all types of real estate transactions throughout the Grand Strand area. Combining top agents, cutting-edge technology, and a new way of doing business builds a more productive client relationship and reinforces CRG's reputation as the premier real estate team of the Grand Strand.

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Melanie Reaves
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*Eligibility Requirement: Company must be a commercial construction company, home builder, remodeler or other trade craftsman.

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Signing up to be an NPP member is free and easy:

- Visit www.mynpp.com, click on "Join Now."
- Select "Company," then "Construction," then "Residential"
- Select "HBA-Home Builders Association" from the Association dropdown menu and complete enrollment.

For further information on any of the above opportunities or to join the Horry Georgetown Home Builders Association please call (843) 438-4124 or email rao@hghba.com.



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Whether its roofing, siding, drywall or related exterior products, area homeowners, building owners, architects and general contractors look to the specialists for products and services they need.

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Celebrating 35 Years of Excellence Home Show 2015

The Horry Georgetown Home Builders Association presents HOME SHOW 2015 on February 20-22, 2015.

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Home Show 2015 Exhibitor Guidelines

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Being Health And Safety Conscious With New Construction, Existing Structures & Land Purchases

Envirocom Solutions, LLC & Southlantic Water Systems offer solutions to address issues with mold, asbestos, lead paint & water throughout the Grand Strand area and beyond.

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How Do You Build A Smarter Home? Start With Savant

The home automation market is growing exponentially and the Internet of Things is becoming, well, a thing, but the result isn't just more products – it's an increasingly fragmented set of products, each with a unique interface and experience. Learn about the 'Single App Home'.

PAGE 20

Prestige Custom Homes: Believe In Your Dreams

Lynn Blevins and Terry Price decided to create a partnership after crossing paths numerous times across the Grand Strand area over the last decade and created Prestige Custom Homes. Lynn is responsible for the sales and marketing side of the business and Terry is responsible for overseeing all aspects of the construction process on each jobsite. The two professionals work well together and their customers appreciate the unique qualities that each of the two men brings to the table. Currently Prestige Custom Homes has completed homes in Pelican Bay in North Myrtle Beach & on Ocean Blvd in Myrtle Beach. Future construction projects have the company building in Charleston Landing in North Myrtle Beach and Waterway Palms in Myrtle Beach.

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OSHA Increases Enforcement Actions On Home Building Sites

There are strong signs OSHA is increasing its enforcement actions on home building sites throughout the country – in both Federal and state plan jurisdictions.

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Choosing The Right LIFETIME Shingles

If you're looking for a new roof, rest assured you've come to the right place. Learn about the newest GAF Designer Shingles available.

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Advanced Smart Home Technology Now Available To Contractors & Property Owners Across The Grand Strand

Today's discerning customer demands the latest technology when it comes to home entertainment and security. Security Vision of MB offers the latest in both.

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The New Home Parade Returns To Horry & Georgetown In 2015

The New Home Parade will be held the weekends of September 18th-20th and September 25th-27th in 2015.

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Synching History – Quacksalvers And Snake Oil

Early 19th Century Horry and Georgetown county residents used to get energized by Coca-Cola infused with cocaine, treat irritability with McMunn's Elixir of Opium and soothe upset tummies with Boker's Stomach Bitters, which was 42.6 percent alcohol.

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Building Industry Synergy On-Line Directory

A direct link to building industry ideas, trends, solutions, business profiles, product and service facts, as well as the contact information for many local businesses in the industry.

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Market With Confidence: Fear Is A Lousy Leader

As business leaders, regardless of the nature and scope of our business, we are often guided or more aptly put, misguided by fear. Fear is an age old marketing tool.

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Looking At The Big Picture

The 'trickle-down effect' of new companies across our area reaches far throughout the community. The new STARTEK facility is scheduled to be completed this fall.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

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Press Releases: Please send all information to info@sc-bis.com



on the cover

Terry Price (red shirt) and Lynn Blevins (dark blue shirt) with Prestige Custom Homes, not only built the home for Larry Willis (far left) and his wife Linda (far right), they established a friendship with the couple and enjoy spending time with them when they get the opportunity. Larry and Linda Willis own and operate SC Beach Real Estate in North Myrtle Beach. The four professionals are shown on the cover in front of the Willis home.

COVER PHOTO © CHUCK GEE

EDITORIAL CALENDAR

2015

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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BUILDING INDUSTRY SYNERGY

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SPRING HOME SHOW ISSUE

- Financial Institutions: Lending-Insurance
- Local Building Supply
- Sunrooms & Enclosures
- Site Work: Brick-Concrete-Paving

Material Close: January 15, 2015

MARCH-APRIL

- Floor Covering
- Design & Architecture
- Energy Efficiency

Material Close: February 27, 2015

MAY-JUNE

- Pools & Spas
- Landscaping: Curb Appeal
- Outdoor Living Space

Material Close: April 10, 2015

JULY-AUGUST

- Kitchen Design: Indoor & Outdoor
- Attorney & Accountant
- Window Treatments & Coverings

Material Close: June 10, 2015

FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW ISSUE

- Bathrooms: Design & Remodel
- Millwork: Doors-Windows-Specialty Items
- Lighting
- Realtor Marketing

Material Close: August 10, 2015

NOVEMBER-DECEMBER

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

Material Close: October 9, 2015

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

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

www.BUILDINGINDUSTRYSYNERGY.COM



Promote. Protect. Improve.



Put the power of Myrtle Beach Area Chamber of Commerce membership to work for you!

→ Increase Your Visibility

The thousands of people who contact the Myrtle Beach Area Chamber of Commerce each year for referrals and who walk in the door of our Visitors Centers are given the names of chamber members only. Period.

→ Gain Exclusive Advertising Opportunities

Your business is listed on our website Business Directory and your brochures are displayed in our Murrells Inlet and Myrtle Beach Visitor Centers.

→ Get Connected

Each month, we give you a chance to meet other members of our business community at different functions such as Business After Hours and Behind the Scenes.

→ Let Your Voice be Heard

To be successful you need to be heard. That's why the Myrtle Beach Area Chamber of Commerce serves as the unified business voice of the Grand Strand and aggressively represents your business interests at the local, state and federal government levels.

→ Stay Informed

Your chamber is your link to what is going on in the Myrtle Beach area. From workshops, email updates and newsletters, we get you the information you need to succeed.

→ Build Your Bottom Line

We support projects and programs that are growing our economy. The chamber, through our marketing arm of the Myrtle Beach Area Convention and Visitors Bureau, aggressively promotes our area as a visitor destination.

Pam Wright *North Strand Sales Manager*
(843) 916-7220 • Pam.Wright@VisitMyrtleBeach.com

Ashton Hildebrand *South Strand Sales Manager*
(843) 916-7234 • Ashton.Hildebrand@VisitMyrtleBeach.com

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2014-15 Calendar of EVENTS

2 0 1 4

DECEMBER

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

2 0 1 5

JANUARY

- 20 General Membership Luncheon in Rioz / Installation of Officers
- 20-22 International Builders Show – Las Vegas
- 27 HGHBA Board of Directors Meeting

FEBRUARY

- 11 HBA of SC Executive Board Meeting
- 20-22 2015 Spring Home Show in MBCC

MARCH

- 17 General Membership Luncheon in Rioz

APRIL

- 9 Spring Clay Tournament – Backwoods Quail Club in Georgetown
- 14 HBA of SC Bird Supper
- 14 HBA of SC Board Meeting
- 21 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
- 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

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.



The October 21st meeting in Rioz was well attended and had 6 new members inducted into the HGHBA. The new members seen from left to right are: Troy Preslar with Nextant Inc., Wade Kennard with Palmetto Corp. Custom Homes, Aaron Bartlett with Allstar Construction Services, Rick Leggett with KB Kitchen & Bath Concepts Inc., Denise Blackburn-Gay with Marketing Strategies, Inc. & Marcus Lopez with CRM of the Carolinas LLC.



Brad Dean with the MB Chamber of Commerce addresses the audience at the October 21st meeting.



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by Sally Hansley Odom

Exterior Products Roofing & Siding Across The Grand Strand Area

Whether its roofing, siding, drywall or related exterior products, area homeowners, building owners, architects and general contractors look to the specialists for products and services they need. Fortunately, Myrtle Beach has no shortage of suppliers of high-quality building products and top-tier roofing and siding professionals.

Monarch Roofing

(Please see inside back cover ad)

Monarch Roofing was founded in 2007 by Martin Pettigrew, who serves as General Manager. Martin says his company



Martin Pettigrew with Monarch Roofing.

distinguishes itself by being “Master Installers and Certified Contractors as well as by using premium products and providing excellent customer service.”

Martin says, “Our crews are all trained directly by the manufacturer and our products all have a warranty from the manufacturer. By using better products, insisting upon a Quality Control Manager to oversee each project, and requiring continual training, we excel.”

Monarch Roofing is a GAF Manufacturer Master Elite Contractor. This is the highest level of training reached by only 3% of all roofing contractors. GAF is the largest manufacturer of shingles in the United States. Monarch Roofing is also a recipient of GAF’s prestigious “Triple Excellence Award.”

“We offer all of the popular roof styles,” says Martin. “That includes designer shingles, metal roofs and tile roofs. We

provide superior upgrades that can increase home value by up to 6%.”

Offering both products and services, Martin says his company has “established a superior quality roofing business to help homeowners and homebuilders add value to protect a crucial element of their homes all through maximizing roofing looks at a fair cost.” He continues, “We continuously strive for a higher level of knowledge, practices, and superior warranties to give customers the best value possible.”

Martin says, “Every project is the most important project we have.”

Monarch Roofing “offers a variety of product options to help customers make



Monarch Roofing owner, Martin Pettigrew, takes pride in having his crews trained directly by the manufacturers.



Monarch Roofing installed GAF Designer Shingles on this office in Murrells Inlet for The Lowrey Design Group, Inc.

the smart choice.” Martin says, “We demand the highest level of professionalism, integrity, honesty and fairness in our relationships with homeowners, general contractors, employees, suppliers and any professional associates.”

In service to community, Monarch Roofing sponsors “We Can Fix That,” a promotion to give an active or retired military member a new roof. The company also has a Referral Rewards Program.

Based in Myrtle Beach, South Carolina, Monarch Roofing’s service area covers: Myrtle Beach, Murrells Inlet, North Myrtle Beach, Surfside Beach, Garden City, Pawley’s Island, Litchfield, Georgetown, Conway, Little River, Longs, Mullins, Andrews, Kingstree, Florence, Georgetown County, Horry County, Williamsburg County, Florence County and Marion County.

Contract Exteriors

Based in Myrtle Beach, South Carolina, Contract Exteriors specializes mainly in roofing and siding installation, with windows, decking and doors as additional services. Randy Hann is the “Chief Excellence Officer,” drawing from a degree in Construction Systems Management and over 18 years of construction experience.



Randy Hann with Contract Exteriors.

After founding Contract Exteriors in 2009, Randy developed it into a respected company making over \$5 million in annual sales within three years. Today, he shares the secret of that success.

Randy says, “We’re the only local company designated as a “Preferred Installer” by James Hardie and “Master Elite Installer” by GAF for roofing (authorized to offer un-prorated 50-year warranties). The reason is simple: we never cut corners, we always adhere to manufacturer standards, and we insist on



In addition to the James Hardie ColorPlus Lap Siding, Staggered Edge Shake Siding and Board-and-Batten Siding, Contract Exteriors was also responsible for the installation of James Hardie Pediment and Historic Sill around the windows on this Murrells Inlet home.

every job receiving an inspection by certified supervisors. Only 3% of all roofers in America have this distinction.”

Randy continues, “We only use materials from industry-leading companies like James Hardie and GAF. We assign every project a Project Manager to make sure expectations are met and timeframes are kept.” Randy says his philosophy of “premeditated excellence” means that “every detail down to the very last nail is considered.”

The company’s licensed master craftsmen are required to attend

continuing education courses and to provide clear communication with the highest level of professionalism to clients. “Our commitment to making sure we do what the manufacturer wants while also adhering to the customer’s needs is our number one focus,” says Randy.

Contract Exteriors employs 24 professionals to serve clients in Myrtle Beach, Charleston and Murrells Inlet, South Carolina, as well as Wilmington, North Carolina.

(Continued on page 12)



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Gulfeagle Supply

In business since 1973, Gulfeagle Supply “specializes in servicing the professional roofing contractor and provides a variety of products and services to the homeowner, building owner, architect and general contractor.” Today, Gulfeagle has more than 55 locations nationwide, with two stores in South Carolina: Myrtle Beach and North Charleston.



Corey Bryan with Gulfeagle Supply.

Corey Bryan is branch manager with Gulfeagle Supply in Myrtle Beach. He brings to his position nine years of experience in the local roofing and construction industry. “I was born and raised in Conway, South Carolina,” says Corey, “I know the local industry and its people.”

Corey continues, “I build my business on building relationships. I’m always asking myself, ‘how can I help my customer best?’” Corey says, “I’m looking to help my customer build their business, which in turn helps our business.”

Corey comes highly recommended by the company’s regional manager, Andy Beckerman. According to Beckerman and Jim Resch, CEO and Founder of Gulfeagle

Supply, “Our goal to the contractor is to not only provide competitive material pricing, but also to help them build their business and assist in their success. We do this with knowledgeable sales personnel and through our Core Values. As we say, *Gulfeagle – We’ve got a solution for that!*”



Gulfeagle Supply's regional manager, Andy Beckerman.

Supply, “Our goal to the contractor is to not only provide competitive material pricing, but also to help them build their business and assist in their success. We do this with knowledgeable sales personnel and through our Core Values. As we say, *Gulfeagle – We’ve got a solution for that!*”

Corey says Gulfeagle Supply is well known for offering “quality materials for contractors and builders” but also “everything you need for residential and commercial roofing (shingles, shakes, metal, tile, slate and more), drywall and siding. Gulfeagle carries almost all major brands of siding.”

Gulfeagle Supply has a cutting-edge Tapered Take Off Department. Gulfeagle can help to: develop drainage solutions for ponding roofs, value engineer a current roof design, and expedite a job quote that a contractor needs to bid. Gulfeagle includes a full-color shop drawing with every order.

Gulfeagle Supply helps contractors “deliver timely, accurate and professional roof measurements with EagleView Technologies.” Ask Corey about the VIP program for discounts on measuring jobs



Gulfeagle Supply's Myrtle Beach office and warehouse is located at 8063 Moss Creek Rd.

with EagleView. Their online tool store, job-site deliveries, extensive product line, and knowledgeable local staff combine to make purchasing essential products easier for busy building professionals.

Whether you are a contractor looking for quality roofing & siding materials or premium installation services, the three companies mentioned in this feature are readily available to assist you with all of your needs. They are each respected across the Grand Strand for their premium service and professionalism.

Sally Hansley Odum is a freelance writer with more than 20 years of experience in her field, handling everything from journalism to e-books and press releases. The owner of Sally Hansley Publishing & Communications, Inc., she can be reached at 910-381-5738 or by email at sallyodum@gmail.com.. ■

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Celebrating 35 Years Of Excellence HOME SHOW 2015

FEBRUARY 20 - 22, 2015



The Horry Georgetown Home Builders Association will present HOME SHOW 2015 the weekend of February 20th – 22nd.

The Myrtle Beach Convention Center is the stage where hundreds of businesses come together connecting with the people to share building industry product and service ideas and opportunities.

Thousands of consumers attend throughout the weekend ready to shop,

compare and buy! It is truly a 'marketplace of excellence' represented by local business professionals throughout Horry & Georgetown counties introducing the latest new cutting edge products and technology.

Home Show 2015 promises to continue the history of producing proven results, clients and sales. Face to face interaction with qualified buyers always increases education and commitment.

Include your business in the upcoming 2015 HOME SHOW sales & marketing annual event. Reserve your booth now!

To learn more or reserve a booth for your business in HOME SHOW 2015, contact Rose Anne O'Reilly with the Horry Georgetown Home Builders Association at (843) 438-4124 or rao@ghgba.com.

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HOME SHOW 2015

Exhibitor Guidelines

Home Show 2015 is owned and produced by the Horry Georgetown Home Builders Association (HGHB). Established in 1969, the HGHB is a non-profit corporation representing builders, subcontractors, suppliers and other service providers to the Home Building Industry.

Show Staff:

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Mailing Address:

HGHB, 728 East Highway 501,
 Conway, SC 29526

Website Address:

MyrtleBeachHomeBuilders.org

Email Address: rao@ghgba.com

Fax Number: 843-347-2774

Exhibitor Move-In:

Thursday, February 19, 8 am to 8 pm

Show Hours:

Friday, February 20, 10 am to 6 pm

Saturday, February 21, 10 am to 6 pm

Sunday, February 22, 11 am to 5 pm

Early Exhibitor Move Out—\$250 Penalty

Move-Out:

Sunday, February 22, 5:30 pm to 7:30 pm

Monday, February 23, 8 am to noon

Utilities:

Water, electric and drainage are the responsibility of the exhibitor. Order forms will be emailed January 2015 and should be returned to Myrtle Beach Convention Center 10 days prior to exhibitor move-in.

Booths may not be sublet! Exhibitor agrees not to sublet or assign any portion of their space.

No signs or courtesy cards to be displayed unless the supplier of equipment is a registered exhibitor.

Exhibitor Badges:

Any person without a badge will be required to pay the full admission price. Exhibitor badges are for exhibitors only and are non-transferable. Exhibitors receive badges based on amount of exhibit space:

- 1 booth - 4 badges
- 2 booths - 6 badges
- 3 booths - 8 badges
- 4 or more booths - 10 badges

Space Rental Includes:

8' high back drape & 3' side drape divider (3' side drape on corner booths, if requested):
 ID sign: Listing in the Official Show Publication*: Show Website listing and Exhibitor badges as outlined above. (* to be listed in the Show Publication, registration



must be received prior to publication deadline, January 15, 2015.)

Parking:

Myrtle Beach Convention Center charges \$3.00 per vehicle, per day for parking.

Show Office:

Show management will maintain a show office starting Thursday, February 19th at 10 am. Please feel free to come to this office for any help or assistance you may need.



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Application for Exhibit Space

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Email _____ Website _____

Product to be Displayed _____

Exhibit Space Rental per 10' x 10' Booth:

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

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2nd Choice _____ 4th Choice _____

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

Non-refundable deposit: 50% due with application. Balance due by January 30, 2015.

Deposits are automatically forfeited and space released if payment in full is not received by January 30, 2015.

Method of Payment: ____ Check Enclosed ____ Credit Card
Visa, Master Card, American Express, Discover accepted. A 3% cc processing fee will be added.

Card Type: ____ Visa ____ Master Card ____ Discover ____ AMEX

Account Number _____ Expiration ____/____/____

Amount charged at this time \$ _____

If paying by credit card and not paying the full amount, the balance will be automatically charged on the credit card above on January 30, 2015.

By signing this application, you are stating that you will follow all Exhibitor Guidelines, Rules and Regulations.

Signature

Title

Date

Applications can be emailed to rao@hghba.com, faxed to (843) 347-2774 or mailed to:

HGHBA - 728 East Hwy. 501 - Conway - SC - 29526.

Please call (843) 438-4124 with any questions regarding Home Show 2015.



by Sally Hansley Odom

Being Health And Safety Conscious With New Construction, Existing Structures & Land Purchases

When it comes to the health and safety of our loved ones, who doesn't want the best that is available? Contractors, Realtors and homeowners alike need to meet federal and state regulations when it comes to air quality, water quality, asbestos, mold, lead paint and the like. Where do you turn when the laws are constantly changing, the environmental rules are so stringent and confusing, and the health and safety of people are involved? To the experts who make it their life's work, of course. Companies like Envirocom LLC and Southlantic Water Systems make it easier for busy professionals to make wise decisions concerning environmental, quality of life, health and safety issues.

Envirocom Solutions, LLC

Licensed in North Carolina and South Carolina, Sally Curtis-Brown is an Environmental Consultant and serves as the driving force behind Envirocom Solutions, LLC. Based in Myrtle Beach, South Carolina, Envirocom Solutions offers: AHERA inspections, asbestos building inspections, lead paint inspections, indoor air quality inspections for mold, post remediation clearances, asbestos abatement project air monitoring and clearances (PCM and TEM air monitoring) and ozone / hydroxyl deodorization services.

Sally brings more than 12 years of experience in the Construction and Environmental industry to her work and a host of certifications, including certifications or licensure in mold inspections, both

residential and commercial, asbestos air monitoring, lead paint, asbestos inspections, soil and groundwater contamination.

Sally says, "The Environmental Protection Agency (EPA) is the governing body but some States are even more stringent than the EPA." Sally is certified and licensed with both Department of Health and Environmental Control in South Carolina and the Department of Health Hazard Control Unit in North Carolina.

Ms. Curtis-Brown happily travels across both states to assist clients. She says, "I've worked on many projects for military installations, schools, hospitals, doctor's offices and churches, and I also offer residential services."

"Asbestos, lead paint and mold are three of the most common environmental hazards found inside both residential and

commercial buildings," says Sally. "All three of these substances can be hazardous to the health and safety of people that live and work in affected buildings. But an important issue for contractors is compliance with all federal, state and local environmental laws and regulations. I help them do that by providing high-quality, consistent services that are local and affordable."

Envirocom Solutions LLC is equipped to perform Phase Contrast Microscopy (PCM) analysis for air monitoring and clearance testing of asbestos samples on-site with a portable laboratory, but Transmission Electron Microscopy (TEM) air monitoring samples are sent to an official TEM lab. Sally says, "Because of hurricanes and flooding, soil and groundwater contamination are another issue we test for in the Carolinas, as well as water damage,



Sally Curtis Brown with Envirocom Solutions, LLC in Myrtle Beach.



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mold and renovation inspections.”

Putting her knowledge to work for the greater good is a great feeling according to Sally Curtis-Brown. She says, “At Envirocom Solutions LLC, we are committed to our clients, and will provide the most complete and accurate services possible.”

Southlantic Water Systems

Southlantic Water Systems has been providing professional water treatment equipment and services to Myrtle Beach and surrounding areas since 1978. Owner, Larry B. Horinbein, says his company is trusted to provide “a better quality water, health benefits, and protection for a home’s plumbing system and appliances through environmentally-friendly products that are also affordable.”



Larry Horinbein with Southlantic Water Systems.

Southlantic Water Systems sells, installs and services all types of water treatment products from drinking water systems, refrigerator filters and shower filters to whole house purification systems. Southlantic offers

“Total Home Water Management” and works with customers to customize solutions.

Larry says, “We want our customers, whether its builders, Realtors® or homeowners, to know that in today’s economy, we can still make it affordable for them to have higher quality water and peace

of mind.”

Southlantic Water Systems sells high-quality products from some of the largest and oldest manufacturers and distributors of water treatment equipment in the world including: EcoWater, 3M, American Hydro, Durastill, Enting, G. A. Murdock, Hydrotech, Pro Products, Pure & Secure, Everpure, ITT Industries, Stenner Pump Company, Oasis International, Waterwise and Watts Water.

Larry and his staff are experts in their product line. With more than 75 years of combined experience, Southlantic office staff and service technicians are factory-trained and trained on-site. “We regularly attend webinars and other types of training,” says Larry. Southlantic Water Systems also serves as a warranty service center, performing official service and warranty work for EcoWater, GE and Whirlpool.

Larry welcomes consultations and regularly makes recommendations, whether it’s for new construction, remodels, or existing homes. “We try to make it as easy as possible for our customers to have better quality water and total water quality control throughout the home,” says Larry.

The President’s Anti-Cancer Panel recommended home water filters; one of dozens of studies showing the potential health

benefits of professional water treatment equipment. In addition to peace of mind, the products Southlantic Water Systems stands behind “also have a much more positive effect on the environment,” says Larry. EcoWater, the company that manufactures most of Southlantic’s residential products is focused on protecting the environment. EcoWater is the first water treatment company to receive the zerofootprint™ Certificate of Compliance for residential water treatment products. Better quality water also protects home plumbing, hot water heaters and household appliances providing long-term cost savings while potentially increasing home value. “These systems pay for themselves over time,” says Larry, “and it’s easier and more affordable today than ever before to have total home water management.”

Many products are available for purchase on their online store, but customers may also stop by the retail store in Myrtle Beach. Excellent service and honesty are what you would expect from a company that states its mission is: “To honor God in all our activities; To exceed customer expectations with our high-quality products and service; To provide jobs to the community and support the water treatment industry; To give back some of our profits to community charities.”



Southlantic Water Systems is located at 908 Seaboard St. in Myrtle Beach.

Sally Hansley Odum is a freelance writer with more than 20 years of experience in her field, handling everything from journalism to e-books and press releases. The owner of Sally Hansley Publishing & Communications, Inc., she can be reached at 910-381-5738 or by email at sallyodum@gmail.com. ■



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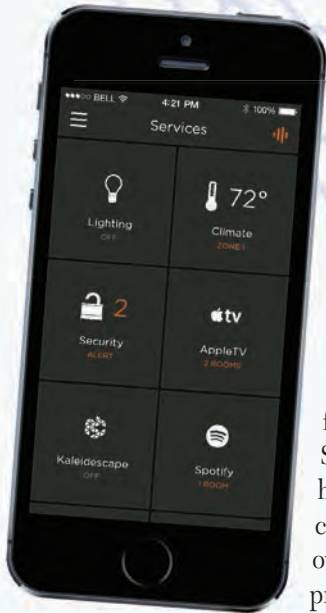
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How Do You Build A Smarter Home? Start With Savant.



The home automation market is growing exponentially and the Internet of Things is becoming, well, a thing, but the result isn't just more products – it's an increasingly fragmented set of products, each with a unique interface and experience. With so many options, the question for builders becomes one of reliability and versatility; what will add value to a development while still appealing to the broadest range of buyers? The answer is a Single App Home. The answer is Savant.

Since its founding in 2005, Savant systems have become compatible with over 7,000 products in the four key areas of home automation – lighting, climate, entertainment, and security – making them ideal for builders of high-end estates and cost-conscious condos alike. “Our goal today is the same as it was then,” says Tim McInerney, Savant’s Director of Product Marketing. “We want our customers to think of their Savant Home as an extension of themselves. They should be able to have everything just how they like it.”

The new Savant App goes further in this pursuit than any previous offering in the field of home automation. With a focus on end-user control, the app allows

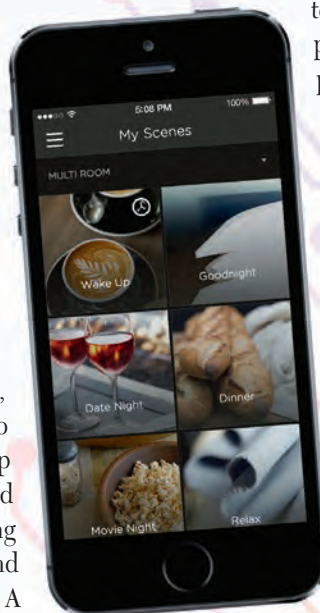
homeowners to change their settings and preferences at any time, without making a call to a professional integrator. It also enables them to create, capture, and schedule scenes that incorporate multiple services at once. From waking up their home with a “Good Morning” scene to setting the mood for “Dinner for Two”, Savant’s Single App Home puts control in the hands of the person who needs it most – the homeowner.

It may sound complicated, but Julie Jacobson of CE Pro writes that the Savant App “truly exemplifies elegance and simplicity.” Savant is betting that’s what people want, and the data supports them. A

recent online survey of 1,000 consumers found that nearly 70 percent of respondents said ease of use was the primary driver when purchasing new technology, while almost 50 percent put a premium on personalization.

But no matter how the stats get sliced, successful home automation always comes back to one thing: comfort. “There are so many good products out there,” says McInerney, “but they don’t always work well together. Savant solves that problem by bringing them under one umbrella.”

Lutron and Philips Hue lights are just two



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of the popular product lines that are compatible with Savant. Homeowners can set lights to turn off automatically in empty rooms or fade up to their preferred brightness as day turns to night. Still, comfort is about more than just a good lighting scheme.

Savant's SmartClimate control can coordinate thermostats and window shades to maintain a desired temperature while still saving energy – or adjust to specific temperatures in different rooms to keep the whole family happy.

When it comes to entertainment, Samsung, Sony, and Bang & Olufsen headline the list of Savant-compatible brands, all of which can be easily integrated with a Savant system.

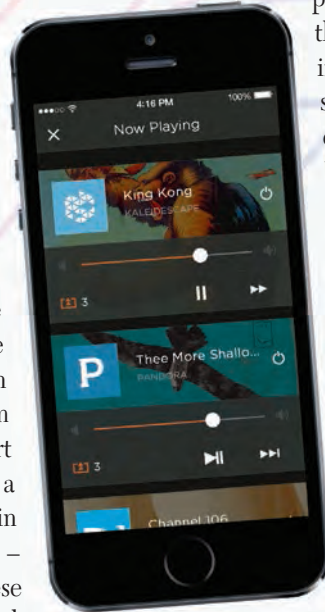


Taking advantage of media servers with whole-home distribution, homeowners can personalize the music in any room or stream a favorite video from Netflix, Hulu, and AppleTV.

One of the biggest considerations for home automation adopters is safety and security, and with partners like Honeywell, Savant lets homeowners rest easy. The app features an updated and expanded rooms view which allows people to see their whole home at a glance, and with remote access from Savant Plus, they can keep an eye on things from anywhere. Smart alerts, too, are a growing trend in home security – Savant will offer these early in 2015, with customizable options tailored to the preferences of each user.

Experts anticipate that smart technology will soon grow to the point that it's used in most homes on an everyday basis – which leaves builders to predict what features will appeal to prospective buyers. They may want bells and whistles, but more than that,

they want something that works. While some companies focus exclusively on lighting, climate, entertainment, or security, Savant's Single App Home takes products from each of those worlds and incorporates them seamlessly into one easy-to-use package. Versatile, scalable, and offering a high-degree of personalization, it's clear that the answer to building a smarter home starts with Savant.



For further information regarding Savant and the new 'Single App Home' technology, please call Security Vision of MB at (843) 839-4238 or email Michele@svmb.info. ■



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Prestige Custom Homes Believe In Your Dreams

Larry and Linda Willis, owners of SC Beach Real Estate in North Myrtle Beach, were extremely pleased with how smooth the building process with Prestige Custom Homes went during the construction of their new home in Pelican Bay in North Myrtle Beach. The couple interviewed several builders before choosing Prestige to build their home. "We really liked what Lynn and Terry could do for us," says Larry. The rear of the Willis home features an inviting outdoor living area.

PHOTO © CHUCK GEE

PHOTO © CHUCK GEE

by Peggy Mishoe

Two men with years of building experience and deep respect for each other believed in their dreams and partnered to found Prestige Custom Homes.

Lynn Blevins and Terry Price built homes individually for years, crossing paths often along South Carolina's Grand Strand and in southeastern North Carolina. Over time, they developed a trust that turned into a friendship, and then into a partnership.

Possessing totally different personalities, they created a winning combination that has been one of the keys to their success.

Lynn and Terry encourage their clients to believe in the dreams they have for new custom homes, renovations or commercial buildings, and to trust Prestige Custom Homes to turn those dreams into realities.

"We appreciate the opportunity to

build their homes or other projects, so we always look out for them, and we try to make them happy," Lynn said.

Larry and Linda Willis, the owners of S.C. Beach Real Estate in North Myrtle Beach, are among a large number of people who are happy with the results of their experiences with Prestige.

Larry and Linda see many homes in a wide range of styles, sizes and prices, and they know a lot of talented builders.

They interviewed several builders before choosing Prestige Custom Homes to build their home beside the Intracoastal Waterway in Pelican Bay in North Myrtle Beach. "We really liked what Lynn and Terry could do for us," Larry said.

Several months after moving into that exquisite home, Larry spoke excitedly about the building process, the finished product and the excellent



The living room in the Willis residence.

experience they had with Lynn and Terry.

Lynn and Terry perform as co-managers, and both of them are on their jobsites daily. Terry oversees all construction. Lynn supervises construction and maintains close relationships with their clients, and he is the partner with whom Larry mainly dealt. Larry says, “Lynn is just such a nice person to work with. I don’t think he has the word ‘no’ in his vocabulary.”

Larry thinks he might have driven some builders “nuts” with his requests for changes to the original design of their home, but nothing he did seemed to faze Lynn. Larry says, “I would show Lynn a picture, and he would say ‘I can do that.’”

One of the pictures was of a fireplace with built-in shelves and cabinets on both sides. Others were of various ceilings and additional features. With every picture, Larry got what he wanted.

Linda said she trusted Larry to make most of the choices, and she is very glad that she did. “I’ve just never been happier,” she said. “I love the house. My kitchen is beautiful.”

Larry and Linda never thought they would have an upstairs bonus room where they would spend most every evening watching television or movies.



The kitchen in the Willis residence. “I’ve just never been happier. I love the house. My kitchen is beautiful,” says Linda.

That room was Lynn’s idea, and it has been of phenomenal value for them. Larry said.

Linda said working with Lynn and Terry was a pleasure for her. She says, “They are just sweethearts. They listen to what you want and they make it happen.”

Terry doesn’t talk much, and he likes to stay in the background. As you go through the process, you will be glad that he is there because he gets the job done every time, Linda said.

Lynn, a Tennessee native, began his

kinship with the Myrtle Beach area by working as a lifeguard during the summers. While earning his Bachelor’s in Business Administration at East Tennessee State University, he started successfully flipping houses. In 2003, he moved to Myrtle Beach and began his career in the building industry.

Terry grew up in North Carolina and had several uncles and a grandfather who worked in construction. Working with relatives in his youth, he learned many valuable lessons that served him well in his first position in framing and trimming, and as a builder since 2003.

The most important advice they gave him was to “be honest and work hard.”

Honesty is of utmost importance to both men. It is one of the first things that brought them together, and a major reason for their success.

When they became partners, they brought together a portfolio that includes a large number of homes and commercial projects located on private lots, in neighborhoods and along the beachfronts. Since they started working together, they have created another impressive portfolio.

They hold residential and general contractor’s licenses in South Carolina and North Carolina, and are members of several professional organizations,

PHOTO © CHUCK GEE



The master bathroom in the Willis residence.

including the Horry Georgetown Homebuilders Association, the Homebuilders Association of South Carolina and the National Association of Homebuilders.

Prestige Custom Homes has an A + rating with the Better Business Bureau and maintains membership in the Myrtle Beach Area Chamber of Commerce and the Brunswick County Chamber of Commerce.

Susan Bromaghim, the interior designer/construction consultant with Prestige Custom Homes, holds degrees in Business Management and Interior Design. She worked in government, commercial and residential design projects in Virginia for more than twenty years before moving to Myrtle Beach.

She met Lynn and Terry when she and her husband, Skip, were interviewing builders for their home. They interviewed five builders before choosing Prestige.

That decision not only led to her getting a home that exceeded her expectations, but also led to her joining the staff at Prestige.

Susan said that she and Skip chose Prestige to build their home because they felt very comfortable with Lynn, who was the partner they interviewed, and with her past involvement in the



Susan Bromaghim and her husband Skip interviewed five builders before choosing Prestige Custom Homes to build their Myrtle Beach home. The couple interviewed Lynn Blevins and were extremely impressed with him and felt very comfortable that he was the right man for the job. The rear exterior of the Bromaghim home features a pool, Jacuzzi and a state of the art fitness room next to the pool area.



The living room in the Bromaghim residence. "They were always looking for ways to make our house even more incredible. Anything they said they should do or could do, they got done," says Susan.

homebuilding industry, she felt strongly that he knew what he was doing.

She also knew that pleasing her is not easy, but she felt that Lynn and Terry would do that, and they did.

She says, "They were always looking for ways to make our house even more incredible. Anything they said they could do or should do, they got it done."

Susan and Skip spent a great deal of time on the site while their home was being built and were on a first-name basis with the subcontractors, who were excellent.

Looking back at the process, Susan



The kitchen in the Bromaghim residence. "We had a great working relationship with our home builder .Lynn was on the jobsite constantly and he was extremely conscientious," says Susan.



The master bedroom in the Bromaghim residence. "Terry Price is simply amazing. If something needs to be done, Terry gets it done," says Susan.

says, “We had a great working relationship with our homebuilder. Lynn was on the site constantly, which I thought was unusual for a builder, and he was extremely conscientious. Terry is the quiet one. He is not a man of a lot of words, but he is definitely a man of a lot of action. He is simply amazing. If something needs to be done, Terry gets it done.”

Susan is enjoying working with Lynn and Terry to help other people realize their dreams as she guides them through the selection process from start to finish, maintaining their build schedule and their budget, and keeping the process smooth in other ways. “I’m blessed to be part of what they do,” she said.

Prestige Custom Homes transformed a shell of a building in Ocean Bay Market on International Drive in Myrtle Beach into Fractured Prune, a doughnut company franchise

owned by J.T. Tew.

Pleased with the finished project, J.T. opened his business in August of 2014. He said that Lynn and Terry came up with some very insightful and helpful changes to his plan. Some changes were made to improve the design, and some were made for cost efficiency. All of them were excellent, and J.T. is glad he took their advice. He says, “They’re genuine and they always want to do the right thing. They’re just good old guys, likable guys. They did a good job.”

Lynn and Terry enjoy what they do, but most of all, they enjoy delivering dreams and making people happy. ■



PHOTO © CHUCK GEE

Fractured Prune company owner, J.T. Tew (left), enjoys a visit from Lynn Blevins (right) in his business located in Ocean Bay Market next to the new Lowes Food Center on International Dr. in Myrtle Beach. Prestige Custom Homes completed the construction on this gourmet doughnut shop for J.T. He was very pleased with the end result and his experience with Lynn Blevins and Terry Price. “They’re genuine and they always want to do the right thing. They’re just good old guys, likable guys. They did a good job,” says J.T.



PHOTO © CHUCK GEE

This custom home completed by Prestige Custom Homes is located on Ocean Blvd. in Myrtle Beach.



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OSHA Increases Enforcement Actions On Home Building Sites

There are strong signs OSHA is increasing its enforcement actions on home building sites throughout the country – in both Federal and state plan jurisdictions. One of the main reasons is new data shows the number of fatalities in residential construction increased by 37% compared to just a 3% increase in nonresidential construction in 2012, which is the most recent data available. OSHA has also instituted a number of local enforcement emphasis programs aimed at reducing numerous construction hazards, including those in residential.

There are a few simple things builders and trade contractors should do to improve safety on the jobsite and be prepared for OSHA inspections:

- Conduct an assessment to identify and correct safety hazards on the jobsite;
- Conduct appropriate safety training for employees;
- Update records and make sure they are readily available;
- Understand the OSHA inspection process (see link below to *NAHB's OSHA Inspection Toolkit*).

Builders and trade contractors should pay particular attention to the following hazards, which were the top 10 most frequently cited Federal OSHA construction standards in the latest 2013 survey:

1. [1926.501 - Duty to have fall protection](#)
2. [19260.451 - General scaffold requirements](#)
3. [1926.1053 - Ladders](#)
4. [1926.503 - Fall protection training requirements](#)
6. [1910.1200 - Hazard Communication](#)
6. [1926.102 - Eye and face protection](#)
7. [1926.100 - Head protection](#)

8. [1926.453 - Aerial lifts](#)
9. [1926.651 - Specific Excavation Requirements](#)
10. [1926.20 - General safety and health provisions](#)

In regards to No. 9 above, there have been some recent questions by builders about OSHA's requirements for house foundations/basement excavations. For those parts of the country where basements are common, the area between the house foundation and basement excavations becomes a trench (by OSHA's definition) when constructing formwork, foundations, or walls. In 1995, OSHA issued a memo "[Suspension of 29 CFR 1926.652 to House Foundation/Basement Excavations](#)", whereby the agency altered the trenching/exaction requirements of the regulation as they apply to house construction, which is still in effect at the present time. This memo essentially requires house foundations to be benched 2 feet horizontal for every 5 feet vertical (for a diagram of what this looks like, see page 2 of [NAHB's Trenching Safety Card](#)) and the other conditions outlined in the memo exist. More information for OSHA's trenching and excavation requirements can also be found in

[NAHB's Trenching and Excavation Safety Handbook](#).

Finally, there are additional resources to assist builders:

- NAHB's Construction Safety & OSHA webpage, which contains compliance assistance information and safety toolkits here: www.nahb.org/safety;
- NAHB's OSHA Inspection Toolkit provides information on dealing with OSHA's stepped-up enforcement;
- Easy-to-use handbooks and videos present key safety issues builders and workers need to focus on to reduce accidents and injuries, which can be found here: <https://builderbooks.com/book/safety.html>; and
- OSHA Assistance for the Residential Construction Industry: <http://www.osha.gov/SLTC/residential/index.html>.

For further information visit www.NAHB.org or call your local HBA at (843) 438-4124. ■

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Founded in 1956, 84 Lumber is one of the nation's leading suppliers of building materials to professional residential and commercial builders and remodelers, operating more than 250 stores nationally, and right here in the Myrtle Beach region.

84 Lumber provides unmatched personal service, and offers a full line of building products including windows, interior doors and trim, exterior doors and cement siding. 84 Lumber also offers professional contractors turnkey installation programs through its Construction Services Division.

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Advanced Smart Home Technology Now Available To Contractors & Property Owners Across The Grand Strand



by Sally Hansley Odom

Today's discerning customer demands the latest technology when it comes to home entertainment and security. Spanning everything from fire alarms and security cameras to home automation, Home Theater and Security products and services can provide much more than peace of mind and convenience. Security Vision of MB has established itself as a leader in this industry over the last decade.



Savant's new Apple based 'Single App' product for total home automation. This display shows an example of the Room Scenes app on an iPad.

Security Vision of Myrtle Beach

Licensed, bonded and insured, Security Vision of Myrtle Beach provides security solutions for both residential and commercial properties throughout the Grand Strand. Security Vision specializes in: security/fire alarm systems, video surveillance, home automation with door lock, lighting, shades, and thermostat control, audio/visual solutions, home theater and whole house sound, smart home wiring, gates, intercom, networking and central vac.

Michele Weissmann says she started the business in 2004 after already being in the industry for 10 years on the Grand Strand. Since then, Michele has grown her business



Michele Weissman with Security Vision in her office located at 1784 Hwy. 501 in Myrtle Beach.

by providing solutions "listening to what the customer needs and customizing a solution within their budget."

Michele also specializes in higher-end Savant home automation, an Apple®-based product using a single app for total home control.

"Savant's new custom app allows you to take a snapshot picture of your rooms to program and customize your own scene control to your liking. This eliminates the need to pay a

programmer to come out and create a custom scene for you. Savant's new app provides a total home solution that a customer can start with just one room and add additional rooms later," she says.

Michele continues, "We like to say 'Home is just a touch away.' You can control your home with a single app no matter where you are or you can keep an eye on things from anywhere in the world."

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Contact Security Vision for more information.

Security Vision offers installation, service and monitoring for its burglar and fire alarm systems and provides the latest technology for camera and surveillance systems.

Among Michele's professional licenses are Burglar Alarm, and Fire Alarm Systems certified. Security Vision is Savant Home Automation Certified, and has IP Mega-Pixel surveillance certifications. As a woman-owned business, Michele's company qualifies for small and minority business status, making it an attractive option for many potential business clients.

"Whether a customer seeks alarm monitoring, audio systems that play throughout the house, a home theater, video surveillance or home automation, the professionals at Security Vision can help you to determine your needs and take advantage of today's technology," says Michele. "Peace of mind is important. Security Vision can help give you that peace of mind."

Sally Hansley Odum is a freelance writer with more than 20 years of experience in her field, handling everything from journalism to e-books and press releases. The owner of Sally Hansley Publishing & Communications, Inc., she can be reached at 910-381-5738 or by email at sallyodum@gmail.com. ■

The New Home Parade Returns To Horry & Georgetown In 2015

The Board of Directors of the Horry Georgetown Home Builders Association (HGHA) proudly announces the return of the HGHA's popular New Home Parade. The Parade will be held the weekends of September 18th-20th and September 25th-27th in 2015. Building Industry Synergy will publish the 2015 New Home Parade Guide. This publication will be distributed in the Myrtle Beach Convention Center September 11th-13th at the 2015 HGHA Home Improvement & Outdoor Living Show, as well as several other premier locations across Horry & Georgetown counties prior to the event.

For information on participating in this exciting event or for any other information regarding the HGHA call (843) 438-4124 or email rao@hghba.com. ■



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Synching History Quacksalvers And Snake Oil

by Becky Billingsley

Horry and Georgetown county residents used to get energized by Coca-Cola infused with cocaine, treat irritability with McMunn's Elixir of Opium and soothe upset tummies with Boker's Stomach Bitters, which was 42.6 percent alcohol.

Cure Could Kill You

In early Colonial times Americans used many natural substances to heal themselves, such as steeped thyme for a headache or a red pepper poultice to treat a sore throat. Often these early remedies were learned from Native Americans who were familiar with local plants. European colonists also used bottled salves and potions – many containing mercury – that were hawked since medieval times by “quacksalvers,” from where the term “quack medicine” originates.

Medical treatments at that time derived from the teachings of the Father of Medicine,



Bitters were sold to aid digestion, and they often contained high amounts of alcohol. **Library of Congress, Prints and Photographs Division.**

Hippocrates, who introduced a theory that if four body fluids called “humors” were kept in balance, good health would result. Galen was a second century Roman physician who thought blood was the most important of the humors (the others were phlegm, black bile and yellow bile). Galen thought in order to get blood back in balance (and thereby making the liver healthy) the patient had to be purged, either by bloodletting or vomiting.

It's generally accepted that President George Washington's 1799 death was caused, or at least hastened, when his blood was drained to treat a throat infection. If a doctor decided vomiting was the preferred purge method, poisons like mercury might be used.

Calomel was one such over-the-counter



Sometimes patent medicine salesmen dressed up and put on shows, like this fellow at a 1939 tobacco auction. Native Americans were popular themes. **Marion Post Wolcott for the U.S. Farm Security Administration.**

remedy that contained mercury. It was used effectively to treat syphilis, because it would kill the spirochete bacteria, but then the patient had to deal with the effects of mercury poisoning, like nausea, hair or teeth loss, or death. Calomel was also used to treat constipation, teething pain, acne, asthma, scabies and more.

The Hagley Museum and Library in Wilmington, Delaware, has a patent medicine exhibit explaining how medicines formulated for England's Royal Family were “manufactured under grants, or patents of

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royal favor.” These treatments were exported to the Colonies and “...sold by postmasters, goldsmiths, grocers, tailors and other local merchants.” A couple of early ones include Dr. Bateman’s Pectoral Drops, which contained aniseed, camphor and opium to treat “all Rheumatic and Chronic complaints in pains of the limbs, bones, and joints, for influenza, and in violent colds,” and Daffy’s Elixir, a laxative “for all colicky pains” that contained many herbs and seeds, but also a hearty helping of brandy.

Patent Medicine Peaks

Well into the first half of the 20th century, many people didn’t have access to or couldn’t afford to pay doctors. Before penicillin was discovered in 1928, doctors often couldn’t prescribe much more relief than patent medicines offered. As time went on, patent medicine manufacturers became increasingly competitive.

Since cures weren’t available for many ailments, making patients feel better was usually the main goal. If they became addicted to the remedies, the companies were guaranteed repeat sales. In the early 1800s that could mean elixirs and tonics were laced with opium and other opiates, like laudanum or codeine. In the latter part of the 19th century, when synthetic forms of opium were created, morphine and heroin had increased usage. Mrs. Winslow’s Soothing Syrup contained morphine and was marketed to soothe teething babies.

Sometimes the “medicines” were simply placebos, such as liniments that were little more than oil and camphor or tonics that contained a few herbs. There were no laws



Patent medicines came in many forms, from powders to salves and liquids. Carol M. Highsmith Archive, Library of Congress, Prints and Photographs Division.

mandating ingredients had to be listed on the packages, and sometimes those that were listed were outright lies.

After the Civil War patent medicine use hit a peak as temperance movements gained momentum, and Coca-Cola debuted in 1886 as a “temperance drink” or “intellectual beverage” that worked as a brain tonic to cure “all nervous affections” like “sick head-ache, neuralgia, hysteria, melancholy,” an old advertisement says. Until 1903, its active ingredient was a tiny amount of cocaine. Many other sodas were marketed as health aids, such as Dr. Pepper for improved brain energy and 7 UP, which contained lithium and was recommended for curing grouchiness.

The money making potential for patent medicines was so huge competition became fierce, and they were packaged in increasingly pretty bottles with handsome labels. Billboards showcasing them lined highways, and business buildings and barn walls were painted with giant ads. A mural promoting Coca-Cola’s energizing property was on one of the brick structures that burned down in the

devastating 2013 Front Street fire in Georgetown.

Snake Oil Salesmen

Newspaper back pages, including those in Horry and Georgetown counties, were filled with advertisements for patent medicines. All a reader had to do was send 50 cents or a dollar, and they’d receive a bottle in the mail. Traveling salesmen, often referred to as snake oil salesmen, came to town and peddled their remedies from tables, stages and wagons.



A 1944 patent medicine salesman tries to snare customers at a tobacco warehouse. Marion Post Wolcott for the U.S. Farm Security Administration.

Snake oil remedies got their names from a genuine product brought to America by Chinese immigrants who worked on the transcontinental railroads. They used a liniment for sore muscles containing Chinese water snake oil, and it was effective according to a 2007 Scientific American article by Cynthia Graber.

However, fraudsters capitalizing on the

(Continued on page 32)

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Many patent medicines capitalized on Native American herbal remedies, like in this 1848 advertisement for Louden's Indian Expectorant. **Library of Congress Prints and Photographs Division.**

famed Chinese snake oil soon swooped in, and much less effective (or not effective at all) imitations using "snake oil" in their names flooded the market. Slick talkers told potential customers at live performances the benefits of these wonder cures, and accomplices planted in the audiences offered deceitful testimonials. After the salesmen left town people discovered the snake oils were useless, and the term became synonymous with fraud.

Newspaper ads worked much the same way, with descriptions of how the remedies would cause miraculous cures accompanied by testimonials that may have been pure fiction. Their labels depicted Native

Americans, mythological heroes, exotic animals and faraway countries to enhance their mystique.

Advertisements in a 1923 Horry Herald included Dr. Thacher's Worm Syrup and Stella-Vitae, both from the Thacher Medicine Co. in Chattanooga, Tenn. The company sold many concoctions, like an Amber Injection containing alcohol, opium, zinc sulphite and acetic acid that was marketed as "...a cure for gonorrhoea, gleet, spermatorrhea, whites, etc.," according to the American Medical Association. The company was found guilty of fraudulent advertising in 1917, and the penalty was \$75 and court costs.

Gleet was a watery discharge from the urethra due to gonorrhoea; spermatorrhea was a fictitious Victorian malady that had to do with what was perceived as excessive masturbation; while "whites" is a vaginal discharge often associated with pregnancy.

Accountability

Many companies were sued and held accountable for their claims following the first Pure Food and Drug Act passed in 1906. While that first attempt at legislating patent medicine claims was weak by today's standards, it did force manufacturers to list their alcohol, cocaine, heroin and morphine

contents on their labels and outlawed poisonous ingredients.

But patent medicines continued to be popular well into the 20th century. Many targeted women and their female ailments related to childbirth, menstruation and "hysteria." One such product was Lydia Pinkham's Vegetable Compound, which was marketed to relieve cramps and hot flashes and as a treatment for depression. It contained more than 20 percent alcohol.

The temperance movement, which resulted in national Prohibition from 1920-1933, along with the eventual outlawing of over-the-counter narcotics and advances in modern medicine that offered real cures instead of feel-good remedies, marked a gradual phasing out of patent medicines containing strong and possibly harmful ingredients.

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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Market With Confidence: Fear Is A Lousy Leader

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



As I was searching for a topic for this article, I just happened to pass a church whose marquee read, "Fear is a Lousy Leader". Like one of those aha moments you often hear about, I knew instantly what I was going to write about. Well, maybe not everything, but I had my topic and ideas were beginning to swirl around in my head quickly taking the form of sub-topics and copy that gave credence to the title.

As business leaders, regardless of the nature and scope of our business, we are often guided or more aptly put, misguided by fear. It might seem odd that a marketer would broach the topic of fear. You see, fear is an age-old marketing tool. Think about the ads that tell you to 'act now because the offer ends soon' or the car salesman who tells you, in less than subtle terms, that 'the repairs on your old clunker will soon exceed a new car payment'. No doubt, we have all experienced this sort of fear and have reacted accordingly.

A recent study by the University of British Columbia's Sauder School of Business cites that by simply watching a frightening movie, viewers attach positive emotional connections to items around them. In turn, these emotional connections foster brand awareness and increase sales. As crazy as it seems, statistics back up the theory that fear sells.

The fear that I am talking about however, is not a sales tactic or the emotional bond that we might form with a product by watching a re-run of a *Nightmare on Elm Street* or reconnecting with Jason through *Halloween*, the epic horror franchise.

I'm talking about the fear that business owners such as you and I experience on a daily basis – the ongoing *should I or shouldn't I* mantra that we replay over and over in our heads as we approach everything from personnel to technology to the marketing strategies that will help us achieve greater brand awareness and profitability.

Not a day goes by that I don't talk to business owners – start-ups and seasoned business pros – who are concerned that their marketing tactics aren't working, that their advertising agency is underperforming, or that their in-house marketing department is too busy to place the focus on marketing that it deserves. If they are concerned about these issues, it seems only natural that they would take action, right? Not necessarily. They're fearful of change. They're hopeful that things may turn around on their own. Change involves risk and therefore, fear creeps into the equation. Far too often, status quo is the most comfortable position.

The topic of fear as the result of change is so universal that the Harvard Business Review has identified ten key reasons why people resist change. As cited by HBR, these include:

- **Loss of Control** – Change interferes with autonomy and can make people feel that they've lost control over their territory.

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- **Excess Uncertainty** – People would prefer to be mired in misery than to face the unknown.
- **The Element of Surprise** – Employees, like their employers resist change and therefore could be the inhibitor to its success.
- **A Loss of Routine** – We are all creatures of habit. Introducing something ‘different’ could be disruptive.
- **Loss of Face** – A change in strategy could be interpreted as a failed program or a weakness in leadership.
- **Concerns about Competence** – Can I do this? Is this a reflection on my competence?
- **More Work** – Change will bring increased work. PS: There is validity in this fear. Change will most certainly represent more work, especially in the initial phases. The key is to make it pay off!
- **Ripple Effect** – The change that I am making will effect other departments, customers and even investors.
- **Past Resentments** – The need for cooperation gives rise to old resentments, the ghosts of changes past.
- **Change Hurts** – Change can affect friendships, and touch purse strings. No one likes to tell a business associate or colleague that an impending change will unfavorably affect him or her-even if the change is for the better.

It's fourth quarter. There's no better time to take a long hard look at what you accomplished in 2014 and beginning planning for an even stronger 2015. Nip fear in the bud and forge ahead.

While there are no ‘just right’ rules and no guarantees, there are four steps you need to follow to make your marketing successful. Needless to say, the very first step is to define your goal. After all, how will you know you've arrived if you don't know where you are going? After that, it will all fall into place.

1. Discovery aka The Situation Analysis.

Do you know what's going on in your market? Who is your competition? What techniques are they utilizing? Who is your target market? What are the demographics of this important group? What is your current market share? Are you a market leader or are you lagging behind? If so, why? What do your customers and prospects really think of you? If people



aren't buying from you, why? Base your marketing plan on metrics; hard facts rather than assumptions.

2. Strategize. If you did a good job answering the questions in Step #1, and there are more by the way, you're ready to develop your strategy. What marketing channels will you use to reach your target? What role will advertising play? How about public relations?

Did you know there are literally dozens of strategies to reach the same goal? And did you know that our business is called

(Continued on page 32)

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Marketing Strategies for that very reason? Strategies are dependent upon budget, upon short and long-term objectives, and the maturity of your product or business. Branding strategies for new businesses are dramatically different from that of a business that has been in the marketplace for ten or more years for example.

3. Implement. This is where the pen meets the paper; the rubber meets the road. You get the picture. In Step 2, you chose the strategies. Here, we define exactly how we will put those targeted, cost effective campaigns into action. If advertising is our strategy, what types of media will we utilize: print, broadcast,

Internet, social media? There are lots of choices and the same applies to public relations. Is a special event the perfect solution? How about an article about your product or business? While we're not performing complex surgery, we are carefully reviewing the situation and choosing those options that will yield the best results. Remember, in any campaign, you need to be aware of the individuals inside your company in addition to your external customers. Both groups are critical to your success.

4. Analyze. It's amazing how many people overlook this critical component. You must be aware of what is not working

in order to change course. Good marketing plans are not etched in stone but are flexible responding to opportunities within your industry and your marketplace in addition to changes within your firm. Metrics should be applied to each component of your marketing including PR. If you have shareholders, they are probably more interested in the measurement than the strategies. In today's economy, and considering the wide array of marketing options, return on investment is a key indicator.

Marketing is not for the faint of heart or the inexperienced. For the best results, work with a credible agency that listens to your goals and provides solutions that are inline with your budget and your business philosophy.

If you need assistance, Marketing Strategies is here to help. You've got questions and we've got InSight. Call us at 843-692-9662 or visit us on the web at www.MarketingStrategiesInc.com

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

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Looking At The Big Picture

by Morgan Dendy
MBREDC Director of Marketing & Public Relations



Sometimes when you are really close to something, it is hard to see the bigger picture. With economic development, it's not just about recruiting a new company to the area, or helping an existing company expand, or even the jobs that are created. If you step back and take a look at the bigger picture of what economic development is about, you'll notice a 'trickle-down effect' reaching throughout the community.

For example, let's take **STARTEK**. In December 2013 Startek announced the global customer service call center project plan to locate in the Myrtle Beach area. Final completion of the new Startek facility is scheduled for Fall 2014. This project demonstrates the positive impact that

economic development has on our local economy. STARTEK alone will create more than 615 full time positions over the next 3 years. In addition to the jobs directly created at STARTEK, this project generates work and activity for existing companies and businesses in Horry County. Over 200 people were directly involved in working and preparing for STARTEK's arrival to the community. From contractors, developers and builders to telecommunications and utility employees, the development of the STARTEK building and temporary space employed a wide variety of Horry County residents.

Businesses in the area also benefit from the development activity of new companies locating to the area. Roger Grigg, President of Leanard Grigg & Associates, the developer for STARTEK, noted at STARTEK's Ribbon Cutting event in October, "I visited the McDonald's down the street one morning and asked them if they were excited about the 600 employees that were going to be working next door and the manager told me, 'Yes, but I'm even more excited about the 50 sausage biscuits I sold this morning to the contractors that are working on the building.'" This is a



STARTEK employees with Governor Nikki Haley.

(Continued on page 38)

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great example of how bringing new companies and industries to the area create a 'trickle-down effect' throughout the entire community.

Notable partners for the STARTEK project include: Leonard Grigg & Associates, Horry County, Horry Georgetown Technical College, Santee Cooper, HTC, NESAs, South Carolina Department of Commerce, DDC Engineers, Pegram Associates, Dargan Construction and the Myrtle Beach Regional Economic Development Corporation.

STARTEK will provide residents with a

full-time job, whereas before they were unemployed or had only part-time or seasonal work. Now this person has a more steady, reliable income and health benefits. This person also pays taxes which cycles back into our local economy into our schools, roads and public services.

Economic development isn't just about the direct benefits of bringing a new company to the area; it's about many of the indirect benefits as well. Recruiting new companies to the area, supporting the growth and expansion of existing companies, and diversifying local

industries are all pieces to the bigger picture of a bright future for this community and its thriving economy.

About MBREDC

The Myrtle Beach Regional Economic Development Corporation is a comprehensive resource for location and expansion assistance, and development programs in Horry County. We raise the profile of greater Myrtle Beach as a prime business location, unite key parties in the public and private sectors to accelerate economic growth, and diversify the economy by attracting suitable and sustainable industries.

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

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