

BUILDING INDUSTRY SYNERGY

NOVEMBER-DECEMBER 2017

- HOME AUTOMATION - SECURITY - PROTECTION - ACCESSIBILITY EQUIPMENT
- EXTERIOR & INTERIOR WINDOW COVERINGS ACROSS THE GRAND STRAND
- HBASC ANNOUNCES THE 2017 THOMAS N. BAGNAL BUILDER MEMBER OF THE YEAR
- 2018 HGHBA NEW HOME PARADE DATES ANNOUNCED
- HGHBA WINS SEVERAL PRESTIGIOUS STATE AWARDS
- 2017 / 2018 HGHBA CALENDAR OF EVENTS
- 2018 BIS EDITORIAL CALENDAR
- BIS RECEIVES 2017 PUBLIC AWARENESS AWARD

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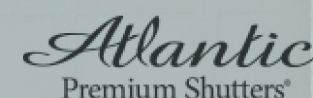


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PAGE 5

HBASC Announces The 2017 Thomas N. Bagnal Builder Member of the Year Award Recipient

On Friday, October 12th at the annual Celebration of Excellence the HBASC awarded Lawrence Langdale, Vice President of Chicora Development and General Manager of Brook Construction with the Thomas N. Bagnal Builder Member of the Year award, one of the most prestigious HBASC awards.

PAGE 6

2018 New Home Parade Dates & Opportunities For Participation Announced

The Horry Georgetown Home Builders Association is proud to announce that the 2018 New Home Parade dates will be the weekend of March 2nd, 3rd & 4th, as well as the following weekend of March 9th, 10th & 11th. A state-of-the-art APP will be available, as well as tremendous advertising opportunities.

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October Was Careers In Construction Month Throughout SC

South Carolina Gov. Henry McMaster proclaimed October Careers in Construction Month. The purpose was to increase public awareness of opportunities available in the construction trade professions. The Horry Georgetown Home Builders Association Student Chapter attended the October HGHBA general membership luncheon meeting to interact with professionals in the construction industry.

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Myrtle Beach Area Chamber of Commerce

The Myrtle Beach Area Chamber of Commerce was named 'Outstanding Chamber of the Year' for 2017 by the Carolinas Association of Chamber of Commerce Executives (CACCE).

PAGE 9

The 2017-18 HGHBA Calendar of Events

The schedule of all HGHBA related upcoming events for the rest of 2017 & the first four months of 2018. The HGHBA new member inductees from the October 17th luncheon meeting in RIOZ.

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Building Industry Synergy Receives Award From The Conway Chamber of Commerce

On October 19th @ the annual Conway Chamber of Commerce Awards Ceremony, Building Industry Synergy was presented the 2017 Public Awareness Award for 'Distinguished Performance' with marketing and public awareness in our area. Publisher, Trey Trembley and his fiancé / co-owner of the business, Monika Polena, accepted the award from Conway Chamber president, Meghan Goldfinch Hayden.

PAGE 10

Preview of the Building Industry Synergy Online Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist with your new construction or remodeling project.

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Exterior and Interior Window Coverings & Treatments Across the Grand Strand

Exterior & Interior Window Treatments Protect and Beautify Homes and Businesses: Two HGHBA members discuss trends, styles and versatility in shutters and shades.

PAGE 16

Conway Chamber of Commerce / Orchestrating Responsible Growth

The Conway Chamber of Commerce is excited to announce the arrival of "810 Conway". This \$4,000,000 investment is expected to open in early 2018, and will provide 50-60 jobs to be filled locally.

PAGE 17

Carolinas Coastal Construction Group / Building a Reputation for High Standards in Customer Service with an Uncompromising Commitment to Quality in Commercial and Residential Projects

Carolinas Coastal Construction Group (CCCG) brought a lifetime of construction experience to the Grand Strand area when they opened here in April 2016. Chris Mezzanotte, President, John Youngerman, Vice President and owner, along with Bonnie Benedum, Vice President and owner, quickly realized there was room for a construction company here that has the commitment and the subcontractors to do the same quality work they were doing in the Charlotte, NC area and yet be locally competitive.

PAGE 22

Home Automation – Security / Protection – Accessibility Equipment Across the Grand Strand

Home automation, security and protection systems benefit business owners & homeowners alike. Contractors can look to three area companies to assist with client needs while creating a competitive edge for themselves. Homeowners have several options to suit current and future needs when it comes to home protection and accessibility equipment.

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2018 International Builders Show in Orlando, Florida January 9th-11th

Brief overview of the upcoming show and registration information.

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The Role of Public Relations in Reputation Management

While most people equate public relations with the spotlight of special events including grand openings, galas and the like, it is really in the darkest moments when PR plays its most important role. Marketing Strategies president & CEO, Denise Blackburn, discusses the best strategies to build or rebuild a company's reputation.

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The Horry Georgetown Home Builders Association Receives Three Prestigious Awards From The HBA of SC

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2018 Building Industry Synergy Editorial Calendar
A schedule of the next 6 issues in 2018, as well as a quick preview of the topics that will be discussed in each issue & the space reservation / material submission deadlines through next year's 2018 November / December Issue.



Building Industry SYNERGY
SC - GRAND STRAND

2017 NOV / DEC ISSUE

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HOME BUILDERS ASSOCIATION OF SOUTH CAROLINA (HBASC) ANNOUNCES THOMAS N. BAGNAL BUILDER MEMBER OF YEAR AWARD

On Friday, October 12th at the annual Celebration of Excellence the HBASC awarded Lawrence Langdale, Vice President of Chicora Development and General Manager of Brook Construction with the



Thomas N. Bagnal Builder Member of the Year award, one of the most prestigious HBASC awards. The award is given to individuals who demonstrate the same qualities as the awards namesake, Thomas N. Bagnal. These qualities include: tireless service to their community, Home Builders Association (HBA) and to the home building industry.

Lawrence Langdale was honored for his tireless dedication to the home building industry and the HBA. Mr. Langdale has been a member of the Horry Georgetown HBA for more than 20 years and is recognized as one of its most active members. Lawrence has been building

homes since 1981 and has continued to successfully apply his trade since. Mr. Langdale has served on the Boards of the Horry Georgetown HBA, the HBASC and the NAHB. According to many of his peers, Lawrence Langdale is a highly regarded home builder and

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

The HBASC commends Lawrence on his commitment to the home building industry and to his community.

Photo Above: right to Left James Garman, President HBA of SC; Builder Member of the Year Lawrence Langdale and Convention Sponsor Craig Doehner, Norbord.



on the cover

John Youngerman (2nd row far right) & Chris Mezzanotte (2nd row far left) had a vision to bring a well rounded construction company to the Grand Strand with one motto in mind; "To do what we say we are going to do when we say we are going to do it". Along with J.P. Pollio (2nd row center), Terry McClendon (1st row to the left) and Meaghan McGarrity (1st row to the right), Carolinas Coastal Construction Company has brought an uncompromising commitment to property maintenance, re-models & up-fits, as well as new construction (spec home seen on cover) to coastal Horry & Georgetown Counties.

PHOTO © CHUCK GEE

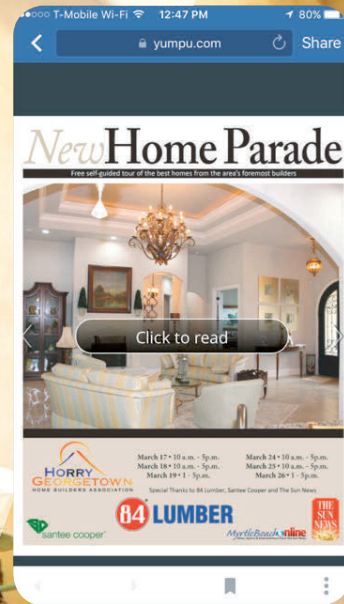
New Home Parade

March 2nd, 3rd, 4th, 9th, 10th, and 11th, 2018

Builders take advantage of this tremendous marketing opportunity to get recognition showcasing your homes while increasing customer traffic. New Home Parade participation gets a full page color Home profile sheet in the New Home Parade Plan Magazine, online Social Media Flipbook, complete profile on the New Home Parade Mobile

APP, and a massive multi-media advertising campaign and that's not all!

Associates you too can benefit from the 2018 New Home Parade through the Sponsorship and Marketing opportunities! Just email Dee at dee.nesbit@hghba.com for more information.



Celebrating Careers in Construction Month

OCTOBER 2017



South Carolina Gov. Henry McMaster proclaimed October Careers in Construction Month. The purpose was to increase public awareness of opportunities available in the construction trade professions. Horry Georgetown Home Builders Association Student Chapter attended the October HGHA general membership luncheon meeting to interact with professionals in the construction industry and to hear Dr. Marilyn Fore, President of Horry Georgetown Technical College, speak on the programs available at the college. The HGHA student chapter is made up of 54 students from St. James High School (CAD and Carpentry programs) and the Academy of Technology & Academics (Construction Program). Careers In



Construction is an ongoing effort through our Workforce Development committee to achieve the goal of increasing the number of professional construction-related employees in our two counties.



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MYRTLE BEACH AREA
CHAMBER OF COMMERCE



Myrtle Beach Area Chamber of Commerce named Outstanding Chamber of the Year for 2017 by the Carolinas Association of Chamber of Commerce Executives (CACCE)

by Julie Ellis, PR & Communications Manager for MBACC

At their Annual Management Conference on October 12, 2017, the Carolinas Association of Chamber of Commerce Executives (CACCE) recognized the 2017 Outstanding Chamber of the Year (for a chamber with 700 or more members).

The Myrtle Beach Area Chamber of Commerce was honored as the recipient of the prestigious award.



Mark Owens (far left), President & CEO of the Greer Chamber, as well as President of the CACCE board & SC Governor, Henry McMaster (far right) presented the award for 2017 Outstanding Chamber of the Year to Cindy L. Gettig (2nd from left), MBACC Director of Membership & Diana Greene (2nd from right), MBACC Executive Vice President of Membership Programs.

The CACCE Outstanding Chamber of the Year Award primarily focuses on acknowledging one or more significant achievements / accomplishments that a chamber has initiated, stimulated, and/or led in its respective service area at some point during the past 18 months. The Myrtle Beach Area Chamber of Commerce offers a wide-variety of high-visibility marketing opportunities to help build brand awareness with the chamber member network and beyond. In early 2017, the Myrtle Beach Chamber's new mobile visitors center took its first ride. The van is outfitted with

brochures from advertising partners and equipped with a TV which plays marketing videos.

According to Diana D. Greene, Executive Vice President of Membership Programs & Services at the MBACC, the mobile visitor's center project was to "market the welcome" to potential visitors in key and potential feeder markets. It came about as a personal way to support the efforts of the chamber's many outreach marketing facets.

CACCE is the professional development organization dedicated to providing educational opportunities for chamber of commerce executives and staff members in North Carolina and South Carolina. CACCE equips chamber of commerce professionals with leadership skills and tools to build innovative chambers. The organization was formed in 1994 when the North Carolina and South Carolina state chamber associations merged. For more information on CACCE, or any of CACCE's conferences or programs, contact Tiffany Fulmer Ott at (404) 312-0524.

About the Myrtle Beach Area Chamber of Commerce

Since 1938 the Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation, one of only a few chambers in South Carolina to earn this distinction. The MBACC serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach and Pawleys Island. For more information, visit MyrtleBeachAreaChamber.com or call Julie Ellis @ (843) 916-7235. ■



On October 19th, Building Industry Synergy received the 2017 Public Awareness Award from the Conway Chamber of Commerce at their annual Awards Ceremony meeting. This award recognizes 'Distinguished Performance' with marketing & public awareness in our area over the past year. Trey Trembley, publisher, and Monika Polena, co-owner, were in attendance & accepted the award from Conway COC President, Meghan Goldfinch Hayden.



The new HGHBA Member inductees at the October 17th luncheon meeting in RIOZ were left to right: Scott Floyd, Chesapeake Homes – Builder; Audrey Leer, Chesapeake Homes – Affiliate; Bennett Griffin, Regions Insurance-Associate; John Shostek, Guaranteed Supply Company – Associate & Adam Paskanik South Atlantic Bank – Associate.

HORRY GEORGETOWN HOME BUILDERS ASSOCIATION

2017-18 Calendar of EVENTS

NOVEMBER
23-24 Thanksgiving – Office closed

DECEMBER
12 Board of Directors Meeting
25 Christmas – Office closed
29 New Year's – Office closed

JANUARY
16 General Membership Luncheon

FEBRUARY
16-18 Home Show in Myrtle Beach Convention Center

MARCH
2-4 New Home Parade
9-11 New Home Parade
20 General Membership Luncheon

APRIL
5 Spring Clay Tournament
18 General Membership Luncheon

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Exterior & Interior Window Coverings & Treatments Across the Grand Strand

by Susan Roush

Exterior & Interior Window Treatments Protect and Beautify Homes and Businesses: Two HGHBA members discuss trends, styles and versatility in shutters and shades.

Stan Burroughs, founder and president of **Burroughs Shutter Company**, was busy on the job site when *Building Industry Synergy*



Burroughs Shutter Company owner & operator, Stan Burroughs, has been selling a large amount of roll down shutters as a result of the past two active hurricane seasons.

caught up with him. He said, “I had a lot of calls from people who wanted me to come out and put up shutters when Irma was hitting Florida.” Now that the season has passed, Stan said, “This is the time to buy for next season.” With hurricane protection, there are some notable trends. Stan said, “With the storm season we’ve had in the past two years, we’re selling



Roll down shutters.



Clear track panels.

a lot more roll down and accordion shutters. People want to be able to close them up quickly – they’re not labor-intensive. The other products Burroughs Shutter Company has been selling a lot of lately are aluminum panels, clear-track panels and fabric panels. Clear track panel

can be installed at the top and bottom of a window with a bolt and wing nut on a track and people can still have daylight in the house. Fabric panels are lightweight, easy to install and take minimal storage room.

In terms of builder demand, Stan said, “They’re doing more of the



Residential application of Bahama & Colonial shutters on the left & a Commercial application of the Bahama shutters on the right.



Colonial shutters.

Bahama and louvered or raised panel Colonial operable shutters. They like the look of those on the new homes.” These shutters have locking systems for when they’re closed against a storm. Storm-rated shutters have been tested to wind loads of 140 mph. A flat sheet of Lexan is built into the shutters to fortify them for strength and wind resistance. Another popular feature among builders are rolled screens that can be operated remotely and disappear into headers when raised. The Burroughs Shutter Company also keeps busy servicing older shutters.

Moving to the interior of homes and businesses, Matt Burroughs



The exterior & interior views of the increasingly popular traditional Plantation shutters. Burroughs Shutter Company has seen a higher demand for interior shutters over the past couple of years.

reported that traditional plantation shutters continue to be popular. Shutters are offered with 2.5”, 3.5” and even 4.5” louvres, all with different mounting options. Light, sun, heat and glare control are factors in decisions about window treatments. Matt added, “For example, interior roller and solar shades have become extremely popular with homeowners and businesses. They can be manually operated or motorized. With all the

different fabric and screens available, there are options to help control light and to achieve the desired effect.” Stan and Matt are ready to assist with all your indoor and outdoor shutter or shade needs. Stan said, “We welcome people to call us, and we’ll set up an appointment.”

Please See Page 3 Of This Issue For More Information Regarding Burroughs Shutter Company.

(Continued on page 14)

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For clients having trouble visualizing the fit and finish of a window treatment, **Shade and Shutter Expo** has a beautiful showroom. Owner Danny Fergus said,



The Shade & Shutter showroom is located at 3147 Fred Nash Blvd. in Myrtle Beach (on the frontage road off of Bypass 17 between Hwy. 501 & the back entrance to Market Commons).

“People can see working full-size samples. One of the nice things with the Hunter Douglas products is they have the ‘Right Choice Promise.’ If you buy a custom shade, they give you 20 days and if you don’t like it, then



Danny Fergus & Julie Fergus in the Hunter Douglas Gallery in their showroom.



you can actually pick out another product for a small restocking fee.” Shade and Shutter Expo carries several lines besides Hunter Douglas.

Co-owner Julie Fergus said, “Our sister company, Palmetto Shutter Company, manufactures our solar shades, roll down screens, and Bahama shutters.” Among the trends, Danny and Julie have noticed a preference for Plantation shutters with larger louvers. Solar shades that block UV rays and heat,

provide privacy, and yet allow for the full enjoyment of views are also popular. Texture and pattern are making a comeback. Danny said,



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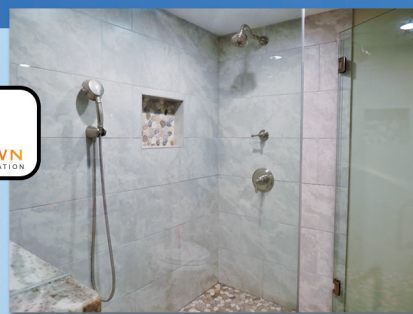
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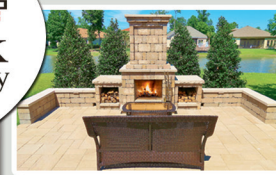


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“Everybody is going for the clean, sleek look where treatments become part of the room and not the focal point. Texture and pattern adds character within that look.”



Motorization is gaining popularity, for ease of operation, programmability, and safety. Getting rid of cords is a cleaner look and removes safety hazards for children and pets; there are non-motorized cordless shades as well. The Shade and Shutter Expo team can also help you with handsome solutions for sliding glass door treatments, or any other interior design challenge.

For exteriors Danny said, “We’ve had at least a ten-fold increase this year over last year for hurricane protection. Most of our customers are looking for ease of installation, and some people use a mix of products. Price ranges vary; sometimes it’s the



budget that makes the decision, sometimes it’s the product. It just depends on the homeowner and the situation. All of our hurricane products are engineered for storm protection.” Shade and Shutter Expo also sells and installs roll down screens and vinyl to enclose patios or garages, screen shades for porches, and retractable awnings. ■





Orchestrating Responsible Growth

by Devin Parks, *Director of Economic Development, Conway Chamber of Commerce*

At the time of the last article written for Building Industry Synergy, we had just launched our brand new Economic Development website for Conway, SC, www.ConwaySCNOW.com. We expected our website to experience local and regional success, but we never expected our web traffic to surpass some of the most well established Economic Development initiatives in the entire country.



In a case study conducted by GIS Planning in July of this year, ConwaySCNOW consistently experienced higher web traffic than any of their other clients. These clients

they come. We ask that anyone interested in keeping up with new business announcements to follow our Facebook page, Conway, SC NOW.

early 2018, and will provide 50-60 jobs to be filled locally. Mike Siniscalchi states, “810 Conway will offer bocce, ping-pong, darts, shuffleboard, skee ball, basketball, air hockey and board games in addition to bowling and billiards.” 810 Conway will be located on the corner of Hwy 501 and Allied Drive.



For further information call the Conway Chamber @ (843) 248-2273, visit www.ConwaySCChamber.com or www.ConwaySCNow.com.

Case study: Chart-topping web traffic for one small SC town

When I first looked at the analytics, I was sure there was a mistake. So I ran the report again. Changed the date range and ran it a third time. I couldn't believe my eyes. www.conwayscnow.com, the economic development website for small town or Conway, South Carolina (population 21,856) was getting web traffic that has almost consistently surpassed every single one of our other clients since they launched March 6th of this year.

Local Recruitment

Due to the limited number of family entertainment venues within city limits, the vast majority of Conway resident's dollars were being spent outside of city limits. With this in mind, approximately 9 months ago we reached out to Mike Siniscalchi, the owner of 710 Bowling in North Myrtle Beach. Mike was shopping several locations in North and South

Carolina for his second location.



Conway, however was not one of the locations on his radar. We were able to show Mike why Conway would be a sustainably profitable second location. As a result, we are excited to announce the arrival of “810 Conway”. This \$4,000,000 investment is expected to open in

include 22 statewide Economic Development organizations and the majority of the 100 largest metro areas in the United States. Over 130 national retailers spanning over 30 industries have used our website to research Conway, SC. With the website fully operational, we have shifted our focus towards actively targeting and recruiting businesses that will not only succeed, but thrive in serving Conway's demographic.

National Recruitment

Our national recruitment began with developing a prospect list based on over 2,000 unique demographic and analytical data points. The list is comprised of 73 national retail chains spanning over 14 retail segments. To date, we have corresponded with over 17 retail chains that have expressed interest in the Conway market. Several of these companies



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Carolinas Coastal Construction Group

Building a Reputation for High Standards in Customer Service with an Uncompromising Commitment to Quality in Commercial and Residential Projects



by Susan Roush

Providing an up to date get away was the goal with this recent condo up-fit. The kitchen remodel job in 2017 completed by CCCG included installing new custom cabinetry, quartz countertops, a custom feature wall (far left) and ceramic tile flooring.



PHOTO © CHUCK GEE

Carolinas Coastal Construction Group (CCCG) brought a lifetime of construction experience to the Grand Strand area when they opened here in April 2016. Their areas of expertise include property maintenance, remodeling / renovation, and new home construction. The decision to open a construction company in Myrtle Beach evolved from the purchase of a condominium in 2015 that they took to the studs to renovate. Chris Mezzanotte, President, John Youngerman, Vice President and owner, along with Bonnie Benedum, Vice President and owner, quickly realized there was room for a construction company here that has the commitment and the subcontractors to do the same quality work they were doing in the Charlotte, NC area and yet be locally competitive. John said that their areas of concentration are twofold: Multi-unit HOA / property management repairs, and kitchen, bath and total house renovations.

PHOTO © CHUCK GEE



The living room area in the remodeled condo provides ocean front views. The high impact glass sliding door allows visitors to take advantage of the view while enjoying the benefits the impact glass provides such as reduced sounds from the outside providing a very relaxing stay.

Speaking to the value of renovation Chris offered some perspective. The same year that they remodeled their condo, Myrtle Beach was among the top 25 destinations in the US. In 2016, *Good Morning America* had a segment on Vacation Rentals by Owner (VRBO) that used Myrtle Beach as an example of how well VRBO was doing in the rental market. Chris said, “I have a feeling for that to continue, [rental] condos have to be refitted.” Chris also suggested that for the value of existing condos to go up they need to be renovated to current standards – and that property managers and consumer

PHOTO © CHUCK GEE



The piers throughout the Grand Strand are popular fishing areas. A local property management company asked CCCG to complete the repairs to many pier boards and construct pier benches for its residents to use on their private pier.

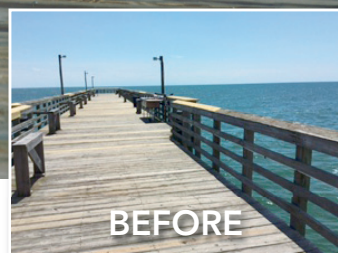


PHOTO © CHUCK GEE



In addition to the pier boards and bench replacements, CCCG also constructed a new pier gate and sea wall-cap.

demographics will help drive the change. In CCCG's own experience, the condo they redid is booked 45 weeks a year, and could be booked 52 weeks if they did not reserve 5 to 7 weeks for personal use. By contrast, an unaltered condo in the same building is lucky to get 30 weeks, forfeiting 5 months' worth of potential rental income. CCCG is prepared to help property owners bridge that gap. Primary residences benefit from remodeling, particularly in kitchen and baths, both for resale value, livability, and the enjoyment of one's home.

Chris said, "One of the things that differentiates us is that his company in Charlotte employees 32 full time



Vinyl fencing's long life span makes it a popular choice for pool areas. CCCG was asked to replace an older wooden fence and decking boards with new vinyl fencing and treated decking boards making this pool area a great place to enjoy the summer in North Myrtle Beach.

staff, and at any given time we have 150 subcontractors. If John has jobs lined up in Myrtle Beach on Friday

to start on Monday, I can send a sub crew down. We're able to adjust what we need for manpower until we get to the point that we employee 15-16 people here." Another difference is that CCCG lives their motto, "To do what we say we are going to when we say we are going to do it." This is incredibly important to property managers, homeowners, and realtors trying to shepherd the close of a sale by addressing inspection issues.

Renee Corn, Association Manager for Waccamaw Management came to know about CCCG through a monthly managers' meeting. She said, "We are always looking for a good general contractor for maintenance on our properties." Some of the more significant jobs that CCCG has done include reroofing on a three-story condo building, and the repair and replacement of newel posts on walkways at a condo complex that were found unsafe in an engineering study. They have rectified water intrusion issues and replaced and finished drywall due to other water damage. CCCG has done all manner of siding, trim, soffit and fascia work. Renee continued, "I have one property with a board that is very involved with repairs. CCCG has worked really well with them; any issues that we have are addressed

PHOTO © CHUCK GEE



J.P. Pollio (crew leader) applies a water tight membrane to an exterior carpet replacement project in the Carolina Forest area. The membrane installation is applied much like a roof coating in multiple coats and thickens as it dries to provide a rubber like membrane.

immediately. It's been a real pleasure to work with them. They're very responsive, very dependable, and the communication is always great." Getting timely job quotes is also important for property managers. Renee said, "Down here in the South not everybody is eager or quick to give you a quote or a proposal. CCCG has always been very timely in getting me a price for a job." Renee is so confident in the product CCCG delivers that she recommends them to fellow managers, and she would not hesitate to recommend them to property owners for renovation and remodeling projects.

Mark Gilman, customer service representative and property inspector for Benchmark/CAMS Association Management Company, has similar praise for CCCG. Upon meeting them Mark recalled, "They were very professional, friendly, and we were comfortable with them." Subsequently, Mark observed, "Everything they said they could do



Luxury vinyl plank is an up and coming product being used in many new construction homes. The weathered oak look, along with new granite countertops and white custom cabinetry highlight the open floorplan of this spec home just completed by CCCG in Ashton Acres in Longs, SC.

PHOTO © CHUCK GEE

was accurate, and the quality of their work is high – their standards are high. They do what they say they are going to do." Mark continued, "Property management is hectic as it is, so I can trust them, and they have a quick response time." CCCG

follows up on issues so Mark and other Benchmark/CAMS managers do not have to chase projects. Mark confirmed their excellent communication and added, "Their interior work is exceptional – all their work is, really."

With John's 40+ years' experience as a licensed general contractor in North and South Carolina (and a past HBA board member in Monroe, NC), and Chris's ownership of a commercial millwork and carpentry construction company in Charlotte, CCCG leadership has the credentials, connections, and skills to tackle a number of construction and renovation jobs. To this end, Office Manager Meaghan McGarrity is a primary point of contact for clients. John said, "She is



The guest bathroom at the Passarella residence was completed in early September of 2017, which included new vanity cabinetry, and a ceramic tile shower.

BEFORE

PHOTO © CHUCK GEE

everything – she's running the guys – puts bids together for me; she's it."

Mary and Joe Passarella can testify to Meaghan's essential role in CCCG. The couple went to the February 2017 HGHBA Home Show where they met Meaghan at the company's exhibit. Mary was frustrated by contractors that did not show up or even return calls, and she asked Meaghan point blank, "Are you people reliable? If you say you're going to be somewhere, are you going to be there?" Meaghan assured them, and the Passarellas laid out what they wanted to achieve in two bathrooms. Work began on the bathroom used by Mary's elderly mother who needed accessibility. Mary said, "I'm not much of a decorator and Meaghan made it very easy for us – she helped us pick out things from soup to nuts. I really trusted her 110% and she did a very nice job." The first bathroom was completed within 2.5 weeks. Mary confirmed, "The bathroom is absolutely beautiful and very accessible for my mother. Right now the master bath looks fabulous, even though it is not complete." The master bathroom was gutted, including the walk-in-closet, so that Luxury Vinyl Plank flooring could be



John Youngerman (left) & Meaghan McGarrity discussing a recent ceramic tile shower installation with homeowner, Joe Passarella (right) in his newly remodeled master bathroom.

PHOTO © CHUCK GEE

installed throughout. Compared to former frustrations with contractors Mary said, "When you pick the phone up, you're going to get a phone call back; if they tell you they'll be here, they'll be here, and to us that means a lot." Mary added that the CCCG team was "very good with my mom" moving furniture around to accommodate her

mobility. They even played with the family dog, Zul, who loved the attention. Mary summed up, "I really appreciate this company and meeting them at the home show – they lived up to everything Meaghan said. If we redo our kitchen we will go with Carolinas Coastal Construction Group – we're that satisfied."

For further information regarding Carolinas Coastal Construction Group, call (843) 438-1688, email MeaghanM@CarolinaCoastalConstruct.com or visit www.CarolinasCoastalConstruct.com. ■



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Home Automation – Security – Protection – Accessibility Equipment Across the Grand Strand

by Susan Roush (BIS Senior Writer) & Brittany Speed (Marketing Coordinator For Port City Elevator)

Home automation, security and protection systems benefit business owners & homeowners alike. Contractors can look to three area companies to assist with client needs while creating a competitive edge for themselves. Homeowners have several options to suit current and future needs when it comes to home protection and accessibility equipment.

According to *Consumer Electronic Reports* and the National Association of Home Builders (NAHB), a home automation system can add three to five-percent to the value of a home. For most, the bigger motivation is having control over their domain.



Michele Weissman has established Security Vision of Myrtle Beach as a leader in the local Security & Home Automation industry.

Michele Weissman, Owner/President of Security Vision of Myrtle Beach said, "As technology changes, people

want the newer touch-screen key pads. They want the everyday easy solution of adding home automation to their security. With that nice touch-screen key pad they can control cameras, lights, keyless entry door locks, blinds, temperature and all kinds of automation that is built into the system."

Michele has worked with new home builders for years, and has seen a progression in builders' use of home automation and security packages. She said, "What we're finding is builders are now looking to give homeowners a package that is more up to date, not just basic security. It's an automation platform that makes life convenient. You know what's going on in your home through an app that gives notification of any kind of



event." Michele added, "Some builders have it so homeowners are moving into a smart home."

Security Vision commonly uses the alarm.com platform because it is affordable and offers an excellent solution for someone who wants to tie



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in security with ambient controls and other notifications. Michele said, "Alarm.com is great about staying up with the cutting edge of technology." Security Vision believes it is important that customers be empowered to control their rules and preferences when deciding on home security and



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automation systems. Michele said, "When we're working with builders, especially custom builders, we like to sit with the homeowner and go over how they use their home. It is a matter of finding the right product and right solution based on what the customer is looking for." Michele added, "We also do commercial work. Businesses want to have a system similar to home to monitor the coming and going of employees and have access point controls.



Another service that Security Vision has added is a central vacuum package. Michele said, "Eighty percent of the messes are in 20% of the home, which are the kitchen, bathrooms and laundry room." Having a mini hide-a-hose in the kitchen, for example, makes cleaning crumbs from floors, counters, cabinets and drawers so much more convenient than hauling out the vacuum and attachments to spot clean.

Michele summed up, "Technology is always changing and we have to stay up with it, but it's a fun business to be in because people like it and want it.



Security Vision also offers central vacuum packages.

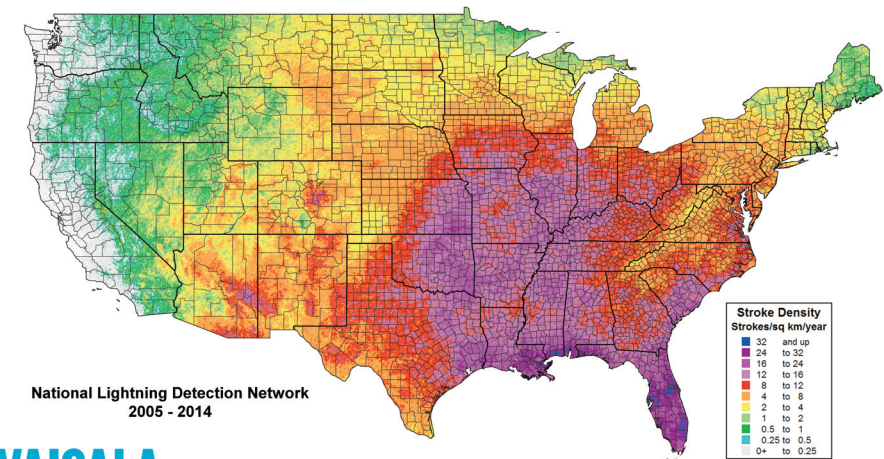
I like to see people happy and get excited about what they can do at their house."

Protecting homes and businesses includes taking precautions against the expensive consequences of lightning. South Carolina is among the top 10 states for annual lightning strikes. The state averaged 14.6 strikes per square

mile totaling 348,633 strikes in 2016 alone. Now contractors and homeowners along the Grand Strand have Godwin Lightning Protection Services, LLC to design and install the right system for their structures.

Kyle Godwin, owner of Godwin Lightning Protection, worked his way through college in the lightning protection industry and now brings 15 years' of experience to Myrtle Beach. Kyle Godwin has 15 years of experience with the design & installation of residential & commercial Lightning Protection Systems. Kyle explained the basic concept behind lightning protection, "An LP system intercepts a lightning strike diverting the powerful current to the ground through a network of

(Continued on page 24)



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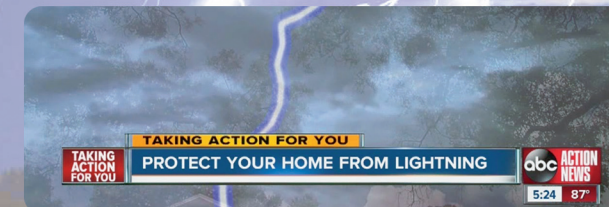
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Kyle Godwin has 15 years of experience with the design & installation of residential & commercial Lightning Protection Systems.

highly conductive, low-resistance cables.” A surge protector device is an integral part of a complete LP system. This is installed in the electrical panel by a certified electrician, and will protect electronics (security cameras, TVs, computers, gates, etc.), but it will not prevent a house fire if lightning strikes.

The ideal time to install a LPS is during construction. In fact, MJM Custom Homes is putting a lightning protection system in all their new home builds. Kyle said, “The system is concealed so that the only visible components are air terminals (also commonly known as lightning rods),



which are usually small rods of copper or aluminum, depending on the roofing material.” The system is a onetime installation that lasts a



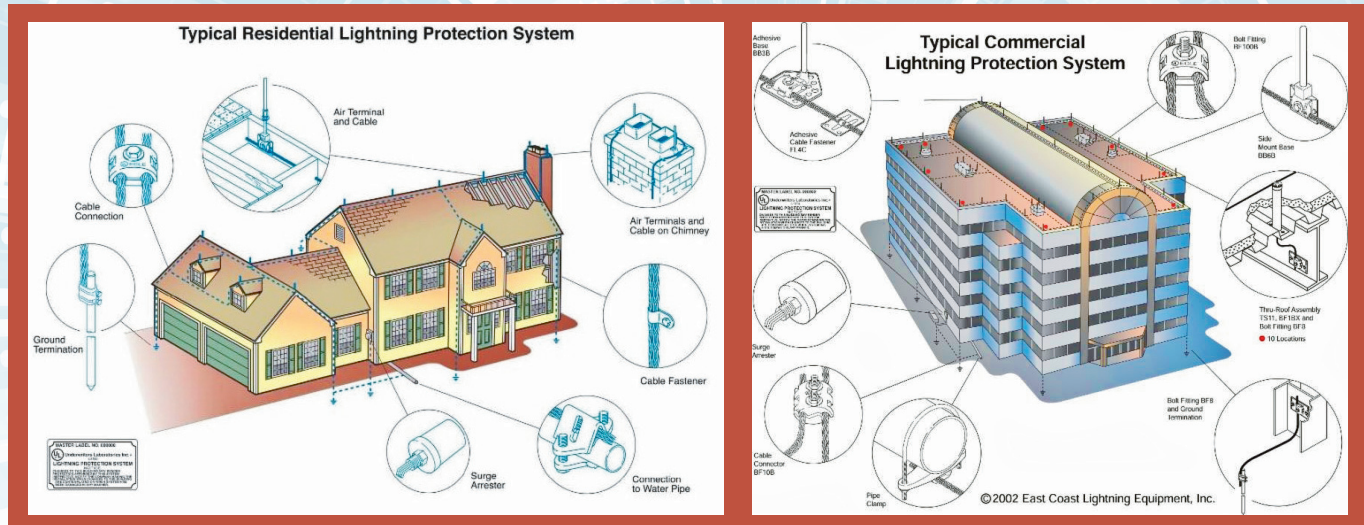
Notice the two air terminals (ATs) on the roof line & another two on the top of the chimney. These are the only visible components that can be seen from the ground.

Home accessibility is becoming increasingly important as more people move to this coastal area to build or find their dream home. In many cases, people state this will be their final home. Whether they are building or purchasing a new home, accessibility is a key factor. **Port City Elevator** assists in designing, installing, and servicing the best product for many applications.

elevator is not installed at the time of construction, people are incorporating stacked closets in the design of the home that can be converted into an elevator shaft when the owners choose to put it in. Port City works alongside builders to get everything ready for the elevator installation, and contractors add floors in the shaft that can be removed later when owners decide to install an



The new Port City Elevator Office/Showroom is located at 5704 Nixon Ln., Castle Hayne, NC 28429.



lifetime and requires only a periodic visual inspection to make sure everything is intact and secured properly. Reroofing is another good time to coordinate the installation of an LPS. For existing structures, Kyle said they are attentive to hiding as much as possible under the ridge cap and behind down spouts, and eventually the copper will oxidize and blend in with the house.

Many insurance companies give a rate break when a structure has an LPS, which saves owners additional money and grief. Kyle is a Lightning Protection Institute (LPI) Master Installer Designer, member of the Lightning Protection Institute, Underwriters Laboratories (UL) Listed Installer, and a member of National Fire Protection Association. As extra assurance, both LPI and UL offer a third party inspection program that grants certificates for properly installed systems: UL Master Label and LPI Master Certificate.

In new construction, the installation of a home elevator has become increasingly popular. During construction, Port City works alongside builders to ensure the framing and electrical requirements are in place for the elevator. If the



elevator. Many spec builders are doing this to make the home marketable to a broader range of potential buyers.

Over the past year, representatives from Port City have seen a dramatic spike in calls from Realtors stating



(Continued on page 26)

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The Pneumatic Vacuum Elevator (PVE) has become increasingly popular to install in existing homes that were not originally built to accommodate a traditional elevator shaft.

they have a buyer for a home, but that they would like the house evaluated for the addition of an elevator or some other type of lift. In many cases, an elevator can be added to the perimeter of the home. A contractor can build the elevator shaft through decks or another location on the outside of the home. If that is not feasible due to site conditions or pricing, there are other accessibility lifts that could be used to eliminate the need of having a hoist way. One option is a PVE (pneumatic vacuum elevator), which is a round



Seth Newman with Port City Elevator.

clear tube (available in the diameters 30, 37, and 52 inches) that would be installed indoors. This fairly new technology uses air pressure to raise and lower elevators, and does not require a pit, unlike traditional elevators. Another indoor option would be a "Stiltz Lift," which uses constant pressure controls to lift passengers up one story. The maximum lifting height for this lift is 13'1". It travels on two fixed rails from the floor on the ground level to the ceiling of the upper level. Port City offers an outdoor lift that has a 500-pound capacity and uses constant pressure controls.

Port City Elevator is quickly becoming recognized as a leader in the elevator and accessibility equipment industry throughout coastal South Carolina and North Carolina. Representatives Seth Newman, Stan Godshal, and Robert Page are proven professionals that are available to assist you with your next new construction or remodeling project. ■



Stan Godshal (left) & Robert Page (right) with Port City Elevator.

2018 INTERNATIONAL BUILDERS SHOW IN ORLANDO, FLORIDA – JANUARY 9th-11th

The NAHB International Builders' Show® (IBS) is the largest annual light construction show in the world, every year attracting 60,000 visitors from 100 countries.

All Homes Start Here: Exhibits



IBS brings together more than **1,400 top manufacturers and suppliers** from around the globe in **570,000 net square feet** of exhibit space, showcasing the latest and most in-demand products and services.

Don't miss visiting the **two official show homes**. **The New American Home® (TNAH)**, located in the Bella Collina golf community on the outskirts of Orlando, is a stunning display of innovation that skillfully blends traditional and modern architecture to create a transitional design. **The New American Remodel™ (TNAR)**,

located outside of downtown Orlando, is a two-story, traditional-style home that demonstrates the countless possibilities of how a 1930s home can be transformed using today's products and building techniques.

Expertise Starts Here: Education



IBS also offers the most up-to-date and innovative education the industry has to offer. The 2018 show features **sessions in eight tracks**, taught by renowned building industry experts from across the country. With topics ranging from sales and

marketing to construction and codes, there is literally something for everyone.

You can also go in-depth with pre-show courses that can count toward an industry designation, pre-register to save your seat for one of the 3-hour intensive **Master sessions** or get hands-on with demos and education on the show floor. You won't find a more impressive collection of knowledge and new ideas for improving your business anywhere else.

Relationships Start Here: Networking

IBS events, such **The House Party Sponsored by Chase**, the **Young Pro Party** and the **IBS Closing Spike Concert with Chicago**, give you the opportunity to network with other industry pros and have some fun too.

(Continued on page 28)

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The Centrals are the place to get new ideas and information about your specific niche. Open to all IBS registrants, the Centrals are a hub for lively programs, demonstrations and hands-on workshops – set in an informal, relaxed setting. The Centrals feature some of the industry's top professionals who are passionate about their area of expertise – so the discussions are always enthusiastic and entertaining!

What types of registration are available?

Full Registration Package (3 days)

What does it include?

- Admittance to 140+ IBS education sessions
- Complimentary one-year subscription to IBS Education On Demand (student, spouse and exhibitor registrants are excluded).

- Entry to the exhibit floors included in **Design & Construction Week®** – IBS and KBIS – dates and hours for each show are listed at BuildersShow.com/DCW

1-Day Education with Expo Pass Registration

What does it include?

- Unlimited admittance to one (1) day of IBS education sessions. You must indicate which day of education you would like to attend
- Entry to the exhibit floors included in **Design & Construction Week®** – IBS and KBIS – dates and hours for each show are listed at BuildersShow.com/DCW

Expo Pass Registration

This is a non-refundable registration fee.

What does it include?

- Entry to the exhibit floors included in **Design & Construction Week®**—IBS and KBIS. Dates and hours for each show are listed at BuildersShow.com/DCW

Spouse Registration

What does it include?

- Same access to the IBS show floor and IBS education sessions as the primary

registrant. Dates and hours for each show are listed at BuildersShow.com/DCW

Don't miss out on this exciting opportunity! Standard registration for this event is from November 11th through January 6th. You can also register onsite January 7th through January 11th. If you reside in the US or Canada & register on or before December 1st, you will receive your show badge in the mail.

3 WAYS TO REGISTER & RESERVE HOUSING

1. **Online:** BuildersShow.com

2. **Fax:** 301-694-5124

*Application found online

3. **Mail:** International Builder's Show – Registration & Housing – Office 5202 Presidents Court, Suite G100 – Frederick, MD 21703

IBS Pre-Show Courses do require additional registration. You can either sign up for them when registering for the show or separately if only taking the courses. See Pre-Show Education Fees @ BuildersShow.com.

For further questions regarding registration or housing call (800) 967-8619 or (847) 996-5884. ■

Marketing



The Role of Public Relations in Reputation Management

Denise Blackburn-Gay, APR

President & CEO of Marketing Strategies

While most people equate public relations with the spotlight of special events including grand openings, galas and the like, it is really in the darkest moments when PR plays its most important role.

During the last six months, I have had the opportunity to work on some great events including this area's second Southern Living Showcase Home, one of the country's first Southern Living weddings, Coastal Carolina University's Annual Economic Summit, and the list goes on. These are all events that you have probably heard about and perhaps even attended.

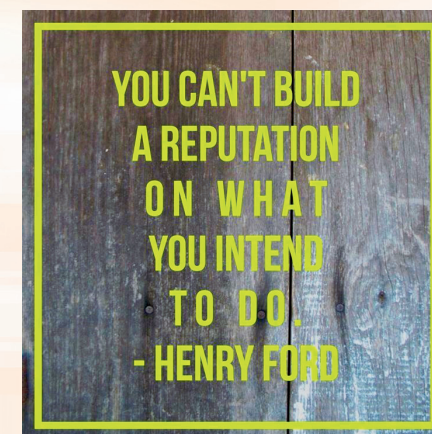
of his guests finds bedbugs, and decides to release a video that goes viral?

How does a busy medical practice communicate to a patient that another physician will handle their appointment because their doctor has left in the middle of the night? How do you tell them that their trusted physician is embroiled in a scandal that will make headlines any day?

How does an organization handle in-house fraud? How do you communicate with your clients? With your staff? In a high-profile situation, how do you deal with the media?

These are all real life situations where public relations helped organizations restore credibility to their brands. How? By understanding when and to whom to communicate the facts, and by communicating information in a way that builds trust instead of instilling fear.

While these are local examples, you don't have to look far to find major brands that have experienced similar situations either through their own



What you haven't heard about is the behind the scenes work that has taken place to restore the reputations of firms, like yours, that have encountered a crisis.

What does a hotel manager do in the middle of a busy tourist season when one

(Continued on page 30)

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actions or the actions of others. Regardless of whether your business is a mom and pop or a major player, how you handle the crisis and the role of PR are very similar.

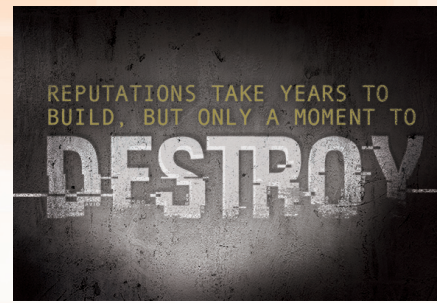
Relations that determine whether your brand's image will recover.

Reputations take years to build but only a moment to destroy.

REPUTABLE REVIEWS

Public relations must be viewed and practiced as a fully integrated brand and reputation management function. Companies must anticipate, plan and rehearse every imaginable scenario that could cause damage or undue attention. It has often been said that it's not if a communications crisis will occur, it's when.

When your reputation is on the line, it's the manner in which you respond to the crisis, the incorporation of all facets of marketing and communication, and the overall strength of your Public



Denise Blackburn-Gay, APR President & CEO of Marketing Strategies, Inc. is one of only two certified Reputation Management Specialists in the state of South Carolina. She has over thirty years' experience in Marketing and Public Relations. She may be reached at (843) 692-9662 or via email denise@marketingstrategiesinc.com.

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HGHBA Wins 3 State Association Awards

The Home Builders Association of South Carolina presented the annual Association Celebration of Excellence (ACE) awards in Greenville, S.C. at the 14th annual Celebration of Excellence awards ceremony. The ACE Awards is an annual awards program designed to recognize the outstanding accomplishments of local HBAs in South Carolina in the areas of Communications, Non-Dues Revenue, Membership Program/Event, Education and Workforce Development. These Awards represent the good works and added value that the local Associations provide to its membership and community. HGHBA - ACE Awards won for the following:



Best Workforce Development Program
Horry Georgetown HBA
"Student Chapter Construction Program"

Best Communications: Social Media
Horry Georgetown HBA
"Podcasts: Martin's Corner"

Best Electronic Communications
Horry Georgetown HBA
"New Home Parade App"

EDITORIAL CALENDAR 2018

JANUARY / FEBRUARY ISSUE 2018

Distributed to show attendees @ the 2018 HGHBA February Home Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center February 16th - 18th.

- LOCAL BUILDING SUPPLY
- SUNROOM / ENCLOSURE / SCREEN ROOMS
- SITE WORK / BRICK / CONCRETE / PAVING

Space Reservation: January 5 Material Close: January 12

MARCH / APRIL ISSUE 2018

- FLOOR COVERING
- ENERGY EFFICIENCY

Space Reservation: March 2 Material Close: March 9

MAY / JUNE ISSUE 2018

- PLUMBING INSTALLATION
- FINANCIAL~ Residential & Commercial Lending

Space Reservation: April 27 Material Close: May 4

JULY / AUGUST ISSUE 2018

- OUTDOOR LIVING SPACE ~ Landscaping / Pools & Spas / Hardscapes / Outdoor Kitchens & Fireplaces
- EXTERIOR PRODUCTS ~ Roofing / Siding / Specialty Products

Space Reservation: June 15 Material Close: June 22

SEPTEMBER / OCTOBER ISSUE 2018

Distributed to show attendees @ the 2018 HGHBA September Home Improvement & Outdoor Living Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center.

- BATHROOM & KITCHEN DESIGN
- MILLWORK ~ Doors / Windows / Specialty Products

Space Reservation: August 10 Material Close: August 17

NOVEMBER / DECEMBER ISSUE 2018

- HOME AUTOMATION / SECURITY / ELEVATORS / ACCESSIBILITY EQUIPMENT
- WINDOW COVERINGS & TREATMENT ~ Exterior & Interior

Space Reservation: October 12 Material Close: October 19

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



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EACH JANUARY/FEBRUARY & SEPTEMBER/OCTOBER ISSUE OF BUILDING INDUSTRY SYNERGY IS MAILED TO THE MARKET LISTED ABOVE & DISTRIBUTED @ THE HGHBA SPONSORED SEPTEMBER HOME IMPROVEMENT & OUTDOOR LIVING SHOW AND THE FEBRUARY HOME SHOW FROM THE BIS BOOTH IN THE LOBBY NEXT TO THE FRONT ENTRANCE TO EACH SHOW IN THE MYRTLE BEACH CONVENTION CENTER.

Visit Online Building Resource Directory
www.BUILDINGINDUSTRYSYNERGY.com

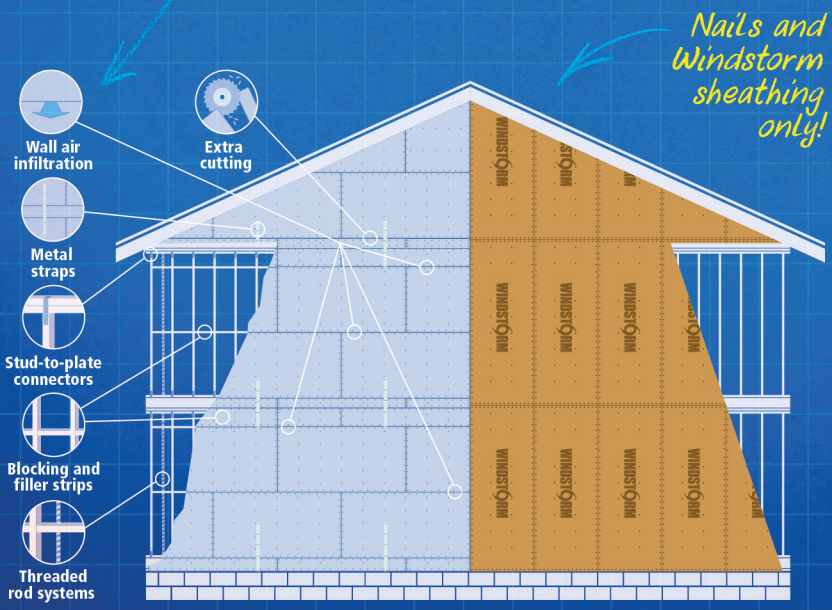
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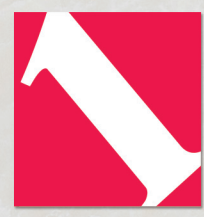
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