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- 2015 HOME IMPROVEMENT & OUTDOOR LIVING SHOW
September 11th - 13th
- OUTDOOR LIVING LIFESTYLE
Backyard Retreats
- BETTER BUSINESS BUREAU
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- MYRTLE BEACH AREA
CHAMBER OF COMMERCE
Leadership Grand Strand
- 2015 HGHBA
Parade of Homes
- NORBORD
Radiant Barriers

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Building Industry Resource Guide



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South Carolina | Grand Strand | May-June 2015



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The Golf Tournament is Captain's Choice format and will have a shotgun start at 12 noon, concluding with an Awards Dinner (all HGHBA members are invited to attend) and presentation of trophies to the winning teams.

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Golf Tournament Sponsorships are available to fit your budget – for a list of Sponsorship Opportunities and the benefits of sponsorship, call the HGHBA office at (843) 438-4124 or email rao@hghba.com.

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

With people staying in their homes longer, they want to improve their lifestyles by installing pools, building outdoor living/grill areas, adding decks, patio's, water features, outdoor lighting, sprucing up their landscaping – all the things that will make their home more enjoyable.

They're also looking at ways to make their homes more energy efficient. Replacing old HVAC units, adding insulation, new doors and windows, energy efficient appliances, the list goes on and on....

This Show will allow you to take your product or service to the people!

- People will come to the Show because they want to connect with people – not companies! Business is won or loss because of relationships.
- People will come to the Show because they want to learn about the latest cutting edge products and services.
- People will come to the Show because they want to see, touch, shop, compare and buy.

People will come to the Show because they can find it all in one place! They'll see hundreds of home remodeling, decorating and outdoor living ideas come to life. People cannot shake hands with a computer. Despite technology, face-to-face interaction with qualified buyers remains the #1 sales and marketing tool in business today.

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

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

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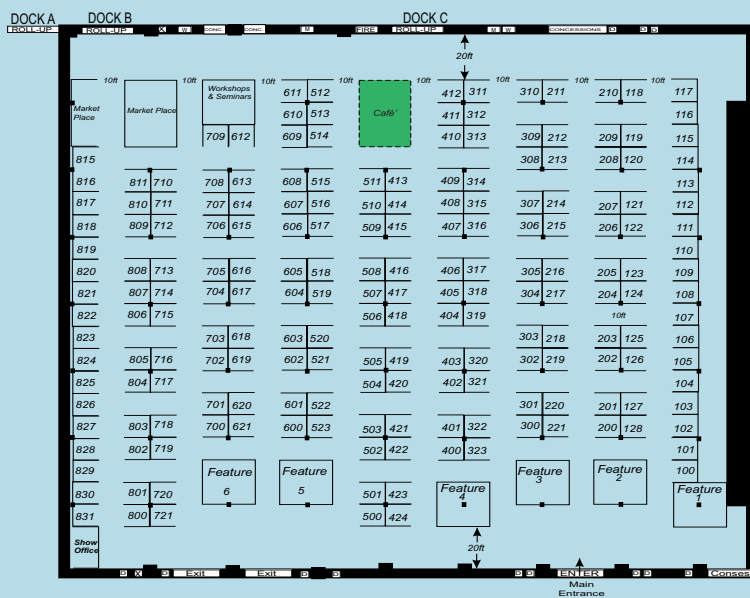
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2015 Home Improvement & Outdoor Living Show



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HGHBA 2015 Annual Golf Tournament

The HGHBA 2015 Annual Golf Tournament is on Thursday, August 6, 2015 at 12 noon. Sponsored by Lumber 84, this tournament is Captain's Choice format and this has been an extremely popular event for over 30 years and fills up quickly.

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2015 Fall Home Improvement & Outdoor Living Show – September 11th-13th

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Myrtle Beach Area Chamber of Commerce

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2015 HGHBA Calendar of Events

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The Return of the Parade of Homes in 2015 – July 1st registration deadline

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Myrtle Beach Regional Economic Development Corporation: Workforce Development – Building a Strong Foundation

When you build a house, you start with the foundation and build up. A strong foundation is KEY.

PAGE 16

From the "Parade of Homes" to HOMES SOLD! – Get the Most from Your Marketing Dollars

The Parade of Homes is returning to the Grand Strand, and with open arms. After an absence of several years, homebuilders, remodelers, and providers of resources ranging from alarm systems to washing machines – and everything in between – are rejoicing.

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Professional Concrete, Inc. – The Residential & Commercial Contractor Leading Source Since 2000

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Synching History – Don't Shoot at UFOs

A farmer who got a close-up look at one was a "Christian who doesn't drink." Another sighting was by a respected mayor and newspaper publisher. Many experienced the amazing spectacle at the same time in Horry County.

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Better Business Bureau of Coastal Carolina, Inc. – Helping You Create A Winning Business Team

BBB Coastal Carolina is excited to be able to now offer business owners an opportunity to enrich their businesses from the core out.

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Landmark Homes of South Carolina: The Mark of Excellence

Kent and Paul Gray are brothers who each had over 20 years of experience in the building industry before founding Landmark Homes of South Carolina in 2013.

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Outdoor Living Retreats: The Most Popular Residential and Commercial Enhancement Today

Increasing both property value and lifestyle experiences, today's popular construction design trend continues to include enhanced ultimate innovative outdoor spaces.

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on the cover

Bill Biggs (far right) enjoys a light moment overseeing the finished product with Kent Gray (far left) and Paul Gray (middle) with Landmark Homes of S.C. Now he can relax by the custom designed pool, which features a hot tub, sun shelf, water sprays and a custom fire pit. The upstairs balcony has disappearing corner doors so that you can take full advantage of the unbelievable views of the Intracoastal Waterway! Landmark Homes of S.C. strives to have a friend and customer for life, rather than a one time experience. The Biggs' home was built by Landmark Homes of SC in the Grande Dunes.

COVER PHOTO © CHUCK GEE

EDITORIAL CALENDAR

2015-2016

A Business to Business Resource Promoting Community Growth

Official Publication Of



The South Carolina Grand Strand edition of **BUILDING INDUSTRY SYNERGY**, direct mailed free of charge bi-monthly, reaches a broad building industry economic sector across Horry and Georgetown counties. The local target audience includes licensed residential & commercial building contractors, architects, building subcontractors, real estate developers, Realtors, property management companies and each member of the Horry Georgetown Home Builders Association (HGHA). Recognized as the Official Publication Of The HGHA, **BUILDING INDUSTRY SYNERGY** offers a resourceful link to progressive evolving building ideas, trends and solutions with professionals throughout the industry. A fully interactive digital edition of each issue is posted on www.BUILDINGINDUSTRYSYNERGY.com. Gain expanded industry product and service facts by direct link to each advertiser's website. Include your business in the on-line "Building Industry Resource Guide", providing resource connection to a broad spectrum of products and services offered by the professionals in the building industry.

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BUILDING INDUSTRY SYNERGY

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JULY-AUGUST 2015

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

Space Reservation: June 12, 2015

Material Close: June 19, 2015

FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW 2015

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

Space Reservation: August 7, 2015

Material Close: August 14, 2015

NOVEMBER-DECEMBER 2015

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

Space Reservation: October 9, 2015

Material Close: October 16, 2015

SPRING HOME SHOW 2016

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

Space Reservation: January 8, 2016

Material Close: January 15, 2016

MARCH-APRIL 2016

- Floor Covering
- Design & Architecture
- Energy Efficiency

Space Reservation: February 26, 2016

Material Close: March 4, 2016

MAY-JUNE 2016

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

Space Reservation: April 8, 2016

Material Close: April 15, 2016

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

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

www.BUILDINGINDUSTRYSYNERGY.com



Leadership Grand Strand

LEADING THE WAY FOR TOMORROW

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

- Learn more about the issues facing the Myrtle Beach area
- Discover why you need to make a difference
- Put ideas into action
- Expand your horizons

Myrtle Beach Area Chamber of Commerce's 10-month leadership program, Leadership Grand Strand, is now accepting applications for Class XXXVI. The upcoming program, sponsored by MBACC, will begin in August 2015 and run through May 2016.



For 35 years, Leadership Grand Strand has helped to develop a group of informed, committed and qualified individuals capable of providing dynamic leadership for the Grand Strand. LGS explores topics like Grand Strand history, tourism and economic development, government and politics, education, law enforcement, human services and the arts. LGS creates the opportunity for leaders to meet, establish rapport and maintain ongoing professional relationships; ensure that participants involve themselves in greater roles in our community through volunteerism in service and civic organizations; and enhance the skills necessary to become effective leaders in the community. Alumni serve on community boards and commissions and in key decision-making positions throughout the Grand Strand.

A most important and rewarding part of Leadership Grand Strand are the class projects. These projects are typically community service oriented and are a fundamental part of the LGS program. This volunteer service allows participants to get involved with various nonprofit groups while empowering them to develop team and individual leadership skills.

"We are looking forward to having another great class of outstanding Leadership Grand Strand participants," said Diana Greene, executive director of Leadership Grand Strand and executive vice president of membership programs and services for Myrtle Beach Area

Chamber of Commerce. "This program is the perfect opportunity for individuals to not only become more involved and invested in their community but also for them to develop the talents and skills they can use to improve it."

Leadership Grand Strand is open to citizens who have resided in Horry or Georgetown County continuously for at least one year prior to the application date. Program participation is limited, with selection reflecting the demographic, geographic and professional diversity of the Myrtle Beach area.

(Continued on page 10)

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2015 Calendar of EVENTS

JUNE

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

JULY

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

AUGUST

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

SEPTEMBER

- 11 HBA of SC Fifth District Meeting – Myrtle Beach Convention Center
- 11-13 2015 Fall Home Improvement & Outdoor Living Show in MBCC
- 18-20 2015 New Home Parade (Weekend 1)
- 25-27 2015 New Home Parade (Weekend 2)
- 28-29 NAHB Fall Board Meeting

OCTOBER

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

NOVEMBER

- 12 Fall Clay Tournament – Backwoods Quail Club in Georgetown
- 16-18 Southern Builders Network
- 17 General Membership Luncheon in Rioz
- TBD HBA of SC Legislative, Leadership Training & Board Meeting

DECEMBER

- 15 HGHBA Board of Directors Meeting

FEBRUARY 2016

- 5-6 2016 Spring Home Show in MBCC

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



MBREDC President & CEO, Jim Moore, spoke at the HGHBA General Membership lunch meeting in Rioz on Tuesday, May 19th.

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Doing volunteer work in the community is a rewarding part of Leadership Grand Strand.

Criteria for selection include evidence of leadership abilities, potential to provide leadership to the Grand Strand, interest in community affairs, desire to volunteer, and commitment to become more involved in the Grand Strand community. Participants and their sponsoring organizations must be willing to invest the time required for members to fully participate in the program, which includes a two-day retreat in September, a full day of classes the first Thursday of each month and 75 hours of community service. Regular attendance is imperative and mandatory.

What's In It For You?

Upon completion of Leadership Grand Strand, each participant will have:

- Strengthened leadership abilities.
- Refined skills that can increase organizational effectiveness and efficiency.
- Access to an informed network of diverse colleagues for individual, business and community problem-solving.
- An understanding of the realities, opportunities and challenges of our community, as well as solutions and alternatives for dealing with them.
- A greater knowledge of the region and its leaders.
- An opportunity to become involved with and bring about positive change in our community.

Applications, which require three letters of reference, are due by June 30, 2015. Applications are available at LeadershipGrandStrand.com. Tuition is \$999 per person.

Scholarship opportunities are also available through the William F. Pritchard Scholarship fund. Those interested in applying for a scholarship are encouraged to visit the Leadership Grand Strand website and fill out a scholarship application.

For more information, visit LeadershipGrandStrand.com or call 843-916-7222.

Myrtle Beach Area Chamber of Commerce's mission is to promote, protect and improve business in the Grand Strand. For more information on how you can put the power of MBACC membership to work for you, call 843-626-7444 or visit us online at MyrtleBeachAreaChamber.com.

Myrtle Beach Area Chamber of Commerce, 1200 North Oak Street, Myrtle Beach, SC 29577 ■

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Radiant Barriers: An Effective Way to Reduce Summer Heat Gain

As energy efficiency continues to be a top-of-mind issue for home builders, the efficacy of the building envelope takes center stage. Radiant barrier sheathing is an inexpensive way to keep attic spaces cool, especially in this warmer climate. While radiant barriers contribute significantly to the reduction of cooling (and in some cases heating) costs and making attic insulation more effective, they are not the cure to energy efficiency, but can play an important role as part of a cohesive building envelope.

Which Radiant Barriers are Best?

Contrary to popular urban myth; radiant barriers were not invented by NASA, but by German businessmen Schmidt and Dykerhoff in 1925. NASA has employed radiant barriers since the Apollo program on equipment, astronaut suits and spacecraft to protect against thermal radiation.

The most effective radiant barrier is a structural roof-sheathing panel which consists of an OSB panel with heat-reflecting foil laminate on one side. A radiant barrier must have an emissivity of 0.1 or less to be effective. The foil surfaces of radiant barriers like Norbord's Solarbord reflect up to 97% of radiation so the home will be more comfortable. An ASU study showed the run

time of a test home's AC was cut by 20% in hot summer months.

Attics heat up when the sun's radiant energy heats the shingles and that heat is transferred to the interior attic space via conduction. Radiation is augmented by convection and conduction. Convection occurs when heat is transferred through the air inside the attic and heats the insulation and conduction results when heat is conveyed through the insulation to the building below.

A radiant barrier can significantly reduce that heat transfer, keep the attic space cooler and lower cooling costs by up to 17% in warmer climates (8 to 12% in the Southeast). If attic temperatures hit 150°F then the attic insulation will eventually be that hot as well. A radiant barrier may keep attic temperature in the 120°F range and that keeps the attic



insulation at that heat too. That means the house doesn't require the same amount of energy to keep it comfortable.

Dave Lewis from Norbord: "The use of Solarbord radiant barrier sheathing can reduce the attic temperature by about 30°F. Estimates put a payback for the radiant barrier structural sheathing of 1 to 2 years in energy savings and from then on it acts as a passive energy saving system that never wears out."



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Robin Johnson,
Associate ASID



Cooler attics mean better cooling-system efficiency and prolonged life through reduced cycle times. In warmer climates you may be able to reduce AC requirements by up to ½ ton. Claude St. Hilaire from Home Energy Group: “Here in the Carolina’s we have seen on average a ½ ton HVAC sizing reduction on homes using the Solarbord Radiant Barrier OSB roof sheathing. Builders are able to save money on the HVAC equipment, roughly \$500 to \$600 per house and the homeowner gets the energy savings for the life of the home.”

Installation Notes

Radiant barrier sheathing installation requires no special tools or trades. It should be used in climate zones 1, 2, & 3 so it’s ideal for South Carolina. Radiant barrier sheathing is installed with the foil facing into the attic and must have an air space (minimum ¾") in front of the foil to work. When building gable roofs, install radiant barriers on the gable ends with the foil facing into the attic space. Steep-pitch roofs have large areas of gable ends that can significantly increase attic temperatures if radiant barriers are not used. Spray-foam insulation should not be applied to a radiant barrier surface as that completely negates the benefits of the radiant barrier.

Code-compliant attic ventilation is essential to the proper utilization of radiant barriers and is required to vent heat from the attic space.

When installing any structural roof sheathing ensure the sheathing is spaced a minimum of ⅛" at all joints to allow for expansion and contraction due to changes in moisture conditions. Check that the manufacturer’s instructions are followed carefully. Reference your local building codes, your design professional’s specification’s and the APA’s Construction Guide E30V.

For further information visit www.proudgreenhome.com and www.norbord.com/na or contact Norbord’s local Field Marketing Manager, Craig Doehner at (919) 523-1619. ■

HGHBA Builder Members

The Return of the Parade of Homes In 2015

(JULY 1ST REGISTRATION DEADLINE)

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

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

Participating builders will receive:

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

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

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





Workforce Development

BUILDING A STRONG FOUNDATION

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

When you build a house, you start with the foundation and build up. A strong foundation is KEY. A similar analogy applies for a community and the development of a strong workforce.

“How Is Your Workforce?” As economic developers, this is the #1 question we are asked when courting companies to expand or relocate to the Myrtle Beach area. The Myrtle Beach Regional Economic Development Corporation response: Strong - Reliable - Hardworking – Trainable - Diverse.

For many years there has been the perception the Myrtle Beach area is made up of only people that work in the customer service and hospitality industry. Today, that could not be further from the truth.

South Carolina ranks in the TOP 5 for workforce development programs in the United States and is touted as one of the most productive in the country.



Machine Tooling students training at Horry Georgetown Technical College.

The Grand Strand area offers a diverse mix of highly skilled, reliable and experienced workers in a wide variety of fields, making Horry County an ideal location to grow a business.

With an abundance of recent graduates entering the workforce from Coastal Carolina University and Horry Georgetown Technical College, our already strong workforce continues to grow with young, knowledgeable employees who are ready to work.



Student being trained to work on airplane engines at the Pittsburg Institute Of Aeronautics – Grand Strand Campus.

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Through collaborations with partners like Horry Georgetown Technical College and ReadySC, Horry County has made workforce development training a top priority.

To ensure employment needs are satisfied, The Myrtle Beach Regional Economic Development Corporation (MBREDC) works with new and existing companies to help match them with employment resources, training programs, apprenticeship opportunities and more.

ReadySC has partnered with the South Carolina Technical College system for over 50 years to provide well-trained employees to qualifying companies. This customized process includes recruiting, screening, training and tailoring guidelines and curriculum to fit a specific company's needs.

Horry Georgetown Technical College is a leader in custom training and development programs and has recently implemented such programs as robotics technology, machine tooling, advanced welding and mechatronics, in

addition to their plans to build two new Advanced Manufacturing training centers.



Welding Student at Horry Georgetown Technical College.

This type of progressive thinking and planning has played an instrumental role in the recruitment efforts and capabilities of our economic development efforts. These types of programs are not only training our current and future workforce, but also filling the growing demand for skilled employees in growing industries in our community.

As we work to diversify the local economy and support industry growth, we have to ensure our workforce can support this growth and are properly trained in the skills needed to satisfy the demand of new industry.

To find out more about workforce development training and economic development efforts in Horry County, contact Morgan Dendy at MDendy@mbredc.org or call 843-349-7890.

The MBREDC mission is to attract, retain and grow sustainable businesses that create jobs in our community. Visit us online at www.mbredc.org. ■



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From the "Parade of Homes" to HOMES SOLD!

Get the Most from Your Marketing Dollar

Denise Blackburn-Gay, APR

President & CEO of Marketing Strategies, Advertising & Public Relations

The Parade of Homes is returning to the Grand Strand, and with open arms. After an absence of several years, homebuilders, remodelers, and providers of resources ranging from alarm systems to washing machines – and everything in between – are rejoicing.

Unlike beautiful ads and trade shows, the Parade of Homes provides an experience that is truly unique. Here, under one roof, you can find your dream home – already assembled. With its 'ready to move in' look, these beautiful homes are a beacon to potential buyers and an inspiration to those wishing to spruce up their existing homes.

Still three months away, the area is abuzz with excitement. Homebuilders are deciding which homes to feature, interior designers, just back from market and full of ideas, are dreaming of the latest trends and color palettes and consumers are looking forward to stepping foot in what just may be their next home.

Beautiful homes with a variety of floor plans in some of the area's most desirable

locations, and interest rates that make home buying affordable again, spell a win-win for everyone involved in this year's Parade of Homes. The truth is, you can't even say the word, 'parade', without feeling a wave of excitement.

Growing up with a father who was a builder and a mother who was a designer, I experienced the 'open house' concept at an early age. "The Parade of Homes" in my small West Virginia hometown was an annual event that was accompanied by months of planning and a fruitful outcome. Perhaps it was this experience, punctuated by my mother's attention to detail, that has helped me in my career as a marketing and public relations consultant. Although the housing styles and design trends have changed, the rules of the game remain the same.

Beginning with the end in mind – aka planning – is key and marketing is a must. While the Parade of Homes concept lends itself to making your home seen, it's not a guarantee that it will stand out amongst the sea of competition. You see everyone has the same end result in mind. Every builder wants to sell his or her house and every designer wants to be the one chosen to turn that house into a home.



How do you stand out? Here some tips, tools and tactics:

Create a Marketing Timeline –

Begin with the date of the Parade of Homes and work backwards. Set realistic time markers and develop an in-house team that will make sure goals are met. If possible, work with a marketing expert that can help you with everything from staging your home to coordinating your marketing and public relations.

Set the Budget – Decide what you are willing to spend to sell your property. Marketing should be seen as an investment rather than an expense. After all, isn't the sale your ultimate goal?

Would you like to stretch your marketing budget? Look for opportunities for tie-ins and trade-outs. By the way, they're all around you. If you're not sure



how to make these work for you, give us a call. Don't leave money on the table.



Define the Dream – You can build the dream house, but it's marketing that will create that dream in the consumer's minds. From print material to social media, turn to an expert to help you define your dream. Remember, you never get a second chance to make a first, and lasting, impression.

Get Social – Any marketer, and most successful homebuilder, will tell you that today social media is key. Are you utilizing all the tricks of the trade? Facebook, Twitter, Pinterest, Instagram, eblasts? Not replacing traditional media, but used in conjunction, these are just a few of the tools that need to be in every homebuilder/remodeler's toolbox. Use them correctly and watch your business, and your sales, come alive.

Visitor Conversion – When the show's over and it's time to evaluate your success, what tools do you have in place to measure results? Remember, results are measured not just in home sales, but also in the opportunity for future sales.



Would you like to learn more about selling the dream? Contact the experts at Marketing Strategies Advertising and

Public Relations. Homebuilding and construction are among our specialties. You have a passion for building and we have a passion for marketing. And like you, *we love a parade!*

Marketing Strategies, Inc. is a full-service advertising and PR firm offering an integrated approach to marketing, advertising, public relations, interactive and social media. Recognized nationwide for their award-winning print and digital campaigns and successful PR strategies,

they have twice received the nation's most prestigious public relations award, the Herbruck-Fritsche Award. In addition, they have been honored as "One of the Southeast's Ten Most Reliable Web Design Firms" for five consecutive years. For more information on Marketing Strategies Advertising and Public Relations, visit them online at www.marketingstrategiesinc.com or call (843) 692-9662. ■

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by Sylvia Trembley

Serving both the commercial and residential building industries, as a fully insured concrete contractor specializing in concrete footings, concrete foundations, concrete slabs, concrete driveways, concrete sidewalks, concrete pool decks and decorative concrete, the Professional Concrete, Inc. team installs highly technical and high profile work utilizing the finest technologies. **"OUR REPUTATION IS LIVING ON IT"**



Professional Concrete, Inc. office located at 1070 Redi Mix Road, Little River, SC 29566.

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



Concrete pumping process.

Staton McIntyre, a North Carolina native, made the decision in 1990 to move to the Myrtle Beach Grand Strand area. His geographic relocation was inspired by educational pursuit with enrolling in Coastal Carolina University. This became a catalyst to learn and become involved in the SC coastal market. With an interest in the business of real estate and property development, Staton became a licensed SC Realtor. Whereas his

business path ultimately evolved toward building and owning his own concrete company, Staton states he earned valuable real estate sales experience as well as furthering his knowledge of the SC coastal area.

Enjoying the business challenge of sales and marketing, Staton's goal was to determine the right product to provide people with a quality service across the Grand Strand. In the year 2000, Staton's personal commitment to own a business and provide a needed service became the origin of Professional Concrete, Inc.



Completing a monolithic slab commercial project.

Staton McIntyre's original business focus was to build a professional company along with a skilled team earning the business to lead the industry across the Grand Strand with an ongoing personal commitment to deliver a 'hands on' personal touch.

Through the years, he has stayed true to this vision with being appreciative of the opportunity to continue to work with reputable building contractors. Staton states *"Professional Concrete, Inc. is not too big for any company, always approachable and always available"*.

Specializing in concrete footings, foundations, slabs, concrete walls, driveways,



Keith Suggs, Chief Estimator, reviewing project plans.

sidewalks, pool decks, decorative concrete, all work is done in-house by Professional Concrete, Inc. employees only. *"We take pride in what we do"*.

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

Professional Concrete, Inc. business continues to grow working with more than 50 custom builders and 15 property management companies across the Grand Strand. Business



Members of the Professional Concrete, Inc. skilled team prepare concrete footings.



A concrete footing project.

relationships of trust and financial accountability are a part of the provided business plan. As a full service turn key company, Professional Concrete, Inc. requires no money out of pocket from the builder until the job is complete.



Kyle Russ, Project Sales Estimator, responsible for Professional Concrete, Inc. Business Sales and Marketing.

While expanding business resources, with continued involvement in local business organizations and always reinforcing their strong professional team, Professional Concrete, Inc. moved into their new office building at 1070 Redi Mix Road in Little River, SC in August of 2013. Key members of the business team include Business Office Manager Lori Suggs, Chief Estimator Keith Suggs and Kyle Russ, Business Sales and Marketing as well as Estimator. "We care about our business reputation". It is evident,



Lori Suggs, Sales Estimator and Business Office Manager.

as well as proven through the years, Staton McIntyre and the Professional Concrete, Inc. team are an asset to the Grand Strand community providing an excellent product and service. ■

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Synching History

Don't Shoot At UFOs

by Becky Billingsley

A farmer who got a close-up look at one was a "Christian who doesn't drink." Another sighting was by a respected mayor and newspaper publisher. Many experienced the amazing spectacle at the same time.

In the early 1950s people all over America spotted Unidentified Flying Objects, and Horry County and

surrounding areas had its share of sightings. While many people imagined the strange flying objects (which were seen only at night) were military prototypes undergoing test flights, some of the descriptions reported in local newspapers were so detailed they made many people believe interstellar aliens had arrived.

The winter of 1953 was a peak period when many Horry County citizens reported strange objects flying and hovering in the cool and quiet nighttime sky. *Lloyd C. Booth, a tee-totaling farmer and military veteran, had a detailed look at his place in the Poplar-Adrian community of western Horry County, between Conway and Loris.*

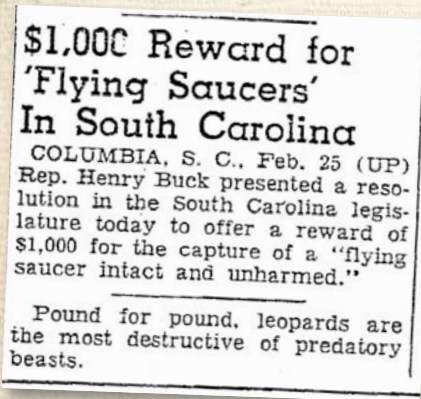
About 11:30 p.m. on January 29, 1953, Horace Carter of the Tabor City Tribune reported that Booth, "heard one of his father's mules neighing at the barn." Soon another mule began braying, and then the chickens and ducks started squawking. The farmer was already

on alert, because the day before one of his cows died suddenly and unexpectedly, and the veterinarian said it was due to poisoning. There had been other mysterious cow poisoning deaths at other area farms; 18 cows died in the previous 18 weeks. Some farmers had lost whole droves of pigs, and one lost 75.

So the farmer grabbed a .22 pistol and headed outside.

"By this time it was near midnight and a full moon lit up the sky," the article says. "...he looked up above the top of the pine trees, and there was the strange object that at first frightened him but never kept him from fully investigating. The object was almost still, like it was drifting at a pace lower than the fast walk of a human. It was only some ten feet above the tree tops and easily visible. It was making a very low humming noise, barely detectable."

The farmer tried to get the attention of his family by yelling for them to come see



In the 1950s people across the United States saw UFOs, including in coastal South Carolina where in February 1953 there was a government reward for capturing one.

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this flying machine. He wanted witnesses. However, he couldn't rouse them and he didn't want to leave the spot and stop watching the vessel.

So Booth watched it hover around his barn, and then entered the woods to follow it as it drifted along.

"I walked under it, around it, and viewed it from all sides. It was about 24 feet long and about 12 feet across, was a light grayish color and was lit up on the inside. Two places in the front resembled strange cockpits and were gassed over. I could see the light inside but could see no object in there. The back also had something resembling a cockpit with a stained glass over it. Light was coming through this section but I could not see through it. The object was about eight or ten feet deep. The front sloped upward at the base at an angle of about 60 degrees and the back was sloped upward at an angle of 40 to 50 degrees. The sides came straight down from the top for maybe four or five feet and then sloped outward and joined the based at about a 45 degree angle."



UFO sightings spawned futuristic Halloween costumes, like the Man from Planet X in this 1951 photo by Dick DeMarsico published in the New York World-Telegram.



Through the 1950s people struggled to explain so many UFO sightings.

The overall effect, he said, was like a streamlined "half an egg cut from end to end." He described landing gear on the ship's underbelly, and over the course of watching it for 20 to 30 minutes he didn't smell or see any exhaust fumes or vapor trails. It made a low humming noise and had no propeller.

But after half an hour or so, Farmer Booth became impatient. He held his pistol straight over his head and fired.

"I heard the bullet hit the object," he told Carter. ***"It made a metallic sound and bounced off. I fired again but did not hear the bullet hit. A bare instant later, the object began making considerably more noise like a large electric motor and took off at a high rate of speed at about a 65-degree angle. It kept that same course until it was completely out of sight."*** Later he said that after he shot it, ***"it took off at a speed I'd estimate at 700 miles an hour."***

Booth's story aroused curiosity, speculation and skepticism among locals. In the next weekly edition of the Tabor City Tribune, Carter wrote that he believed the man.

"...we are completely sold that the man is telling the truth just exactly as he saw it. He is not a big talker. He is not a man who tries to attract a lot of attention. He is not a man who drinks or tells tales. Rather, he is a conscientious, God fearing Christian man, well known in the community and respected." Carter also suggested that shooting at ships that may be from another planet could disrupt interstellar diplomatic relations, so it was to be avoided.

Carter and Booth met several times and speculated about what the flying object was. A secret military craft was their first guess, perhaps American or maybe from a foreign country. But they also considered that maybe it really was from another planet. From the way Booth described it several people suggested he saw a Navy blimp, but the 29-year-old military veteran said,

(Continued on page 22)

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"I have seen many blimps and I've even been in one. I'd certainly know a blimp when I saw one 80 feet over my head."

UFO sightings kept coming. A Marine Corps jet pilot saw a "strange craft" and chased it along the coast, but lost it. One was spotted by four people in Myrtle Beach, and then a few minutes later six people saw something unidentifiable flying over Marion.

Arthur Marlowe, who lived near Loris, was awakened at about 12:30 a.m. on February 14 when his dogs barked and his horse neighed.

"...he looked out of a window and saw so much light that he thought his barn was on fire," Fenton Miller reported in the Tribune. An oval-shaped craft "as long as a boxcar" beamed three cylinders of light so bright Marlowe said he could have "read fine print where he was standing approximately 100 yards from it." He didn't shoot at it, because he hoped it would land. If it did, Marlowe said, "he planned to get some sticks of dynamite out of his barn, slip up to it, and perhaps damage the object so that he could have some proof of what he saw."

After a half hour, Marlowe heard what sounded like "electric motor under

load", and it gradually moved away. The next afternoon, the farmer found one of his cows lying dead in a pasture with half-chewed rye still in her mouth. Two days before that, a farmer half a mile from Marlowe found one of his horses dead in similar circumstances.

One night before Marlowe had his experience, on February 13, several people in the area reported sightings. A

group in Loris saw a faraway light in the sky crisscrossing the town. A businessman driving near Nixon's Crossroads saw "a big ball of white light on a level course."

Mark Garner, who was the publisher of the Sun News newspaper, Myrtle Beach mayor and president of the chamber of commerce, said he and his family also saw something at 6:20 p.m. on Feb. 13 as they pulled into the driveway of their home near the center of Myrtle Beach.

His 6-year-old daughter spotted it first, he wrote, and it was, "an object like nothing we've ever seen before, seemingly round with a brilliant light visible in front of a grayish or silver oval." It was about a mile away, they thought, and watched it for about 15 seconds as it "swooped down in a huge arc" before quickly flying away.

Whatever it was those people saw; too many of them saw the same thing for it to be just a coincidence.

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. ■



Popular media made the possibility of Flying Saucers real in many minds. "The Flying Saucer" was released in 1950.



Better Business Bureau

HELPING YOU CREATE A WINNING BUSINESS TEAM

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

BBB Coastal Carolina is excited to be able to now offer business owners an opportunity to enrich their businesses from the core out. BBB is here for both Accredited Businesses and non-Accredited Businesses.

Our goal is to create an ethical marketplace where both businesses and consumers can trust one another within our community. What better way to make sure your business is contributing toward this common goal than to truly know you have hired a long lasting, high

performing and positive employee?

As we all know there are two types of employees. High performers and low performers. In most instances we hire people for what they know instead of how they perform. **One thing we have learned over**

(Continued on page 31)




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The Dianora features two 10' and one 6' wide garage doors designed by Landmark Homes of S.C. to suit customers' lifestyle! The generous allowances enable you to have beautiful landscaping to accent the home.

PHOTO © CHUCK GEE

by Peggy Mishoe

PHOTO © CHUCK GEE



This great room invites you in! Landmark Homes of S.C. is proud of the many standard features included that others would call options, such as a 42" ventless fireplace, surround shelving, a 14' presidential ceiling with gorgeous crown molding and upgraded trim. Truly the mark of excellence!

Kent and Paul Gray are brothers who each had over 20 years of experience in the building industry before founding Landmark Homes of South Carolina in 2013.

They take pride in the fact that they come from a long line of hard-working business owners, including their grandfather, who owned a general store, and their father, who owned a grocery store. The atmospheres provided by those two men, who valued having close personal contact with their customers, taught Kent and Paul a great deal about earning and maintaining the trust and respect of the people who do business

with them.

“We were a large family and we all kind of pitched in while we were growing up,” Kent said. “I think we all have good work ethics because of that.”

One of the things their customers like most about them is that they personally manage their custom home building and do not employ project managers or supervisors. Kent says, “It



PHOTO © CHUCK GEE

The residence of Bill and Francie Biggs in the Grande Dunes community of Myrtle Beach, S.C. This beautiful Mediterranean style home is exquisite! Landmark Homes of S.C. takes great pride in designing your home like no other, which will always enable it to stand out in your community of choice.

gives you a good feeling when you're working directly with people. Paul and I both enjoy that.”

Landmark Homes of S.C. has built several luxurious custom homes in the prestigious Grande Dunes community of Myrtle Beach, including the home where Paul lives with his wife, Diana. Their home serves as the company's model. Kent and his wife, Brenda, are also planning to build there.

“For me, that was an important reason for choosing them,” said Bill Biggs, whose home they built in 2014.

A real estate agent recommended the company to Bill and his wife, Francie, who then went to look at the model and meet them. Bill says, “They seemed like really good guys.”

Bill and Francie lived in Anderson, S.C. while their home was being constructed. Bill, who manages nursing homes for veterans in several states, said he and Francie had never gone through the building process before they built that home, and like other novices, had many questions during the process. “I probably drove



PHOTO © CHUCK GEE

The Biggs' residence showcases a true chef's gourmet kitchen. Notice the pot filler, coffered ceilings, piano bar shaped island, and Wolf appliances. You Dream it, and Landmark Homes of S.C. delivers!



The Biggs' spacious bath room features a stunning tiled shower, a free standing soaking tub and soft spa lighting. All of these features assist in enjoying the peaceful serenity of this master suite retreat.

Wow! Stunning only begins to describe this master bedroom retreat in the Biggs' residence! Tray ceilings, recessed lights, hidden ambience lighting tucked behind ceiling trim and large bay windows all contribute to a perfect setting to unwind, relax, and enjoy the view of the pool and the patio.

Kent and Paul crazy," he said. "They worked with us to help us understand what we were doing, what was happening. A lot of times, we had to go there on the weekends and they never seemed to have a problem working with us around our schedule."

He adds, "Kent and Paul were great to work with. We got everything done and we're happy with our house."

The brothers have geared their business to build high quality homes at the best prices they can and to avoid surprising their customers with extra costs. Kent says, "You will not sign a contract with our company and then be hit by unexpected costs that you did not plan for in your budget."

Landmark Homes of S.C. offers high allowances in each area, including a basic \$30,000 for kitchens, but customers are never limited. They



PHOTO © CHUCK GEE



Kent Gray (far left) & Paul Gray (middle) with Landmark Homes of S.C. enjoy discussing the construction of Cecil and Evelyn Brandon's home with Cecil on the jobsite in the Grande Dunes. All hands on deck. Customers are involved in all aspects of the custom home process from start to finish. Your home is designed and built your way. Customer satisfaction is the number one priority for Landmark Homes of S.C.!

have carefully chosen their subcontractors, including Colonial Cabinets of Calabash, N.C., to give their customers the opportunity to work mostly directly with family-owned businesses such as theirs. Paul says, "We took a lot of time to put our team together before we ever started the company. We know what to expect from them and they know what to expect from us."

Kent adds, "It's not like they're subbing it out. You can just tap them on the back and get a question answered then and there."

Although they are committed to working with the team they have assembled if possible, Kent and Paul remain flexible and willing to work with other reputable subs or vendors, if their customers have preferences.

When Cecil and Evelyn Brandon

purchased their lot in the Grande Dunes, the person who sold it to them recommended Landmark Homes of S.C. to build their home.

The Brandons also liked the fact that Paul and Kent were readily available. "They're there, and they're very easy to work with," Cecil said. "They're pretty much on-site. If you have any issues, you can find one of them there on the property. They're hands-on. They do their best to please you and they also try to get your house built as quickly as they can."

After the process of building their home was started, the Brandons were optimistic. "Evelyn and I are looking forward to getting a nice finished product," Cecil said.

Before deciding to build a single-level home to better accommodate them, Bob and Doris Peck had gone

through a building experience that was not as pleasant as they had hoped. It wasn't long before they realized that they wanted to live in a home that did not require that they climbed stairs, and they decided to build it in the Grande Dunes.

They chose to have their new home built by Landmark Homes of S.C. after stopping by an open house at Paul and Diana's home one Sunday afternoon. A few days before they were moving into it, Doris said, "We talked with them and contracted with them to build our home. We're really pleased with them. They're doing a great job, and I can't wait for them to be done. It's going to be beautiful."

Bob says, "I find them extremely accommodating."

Kent and Paul often work with Architect Robert (Bob) Lowery, who

designed the Pecks' home. Doris says, "He did great. We were really pleased with his work. He got me everything that I wanted."

Kent says, "I think Bob is an asset to the company. He's very good with people and his demeanor is mild. He works patiently to get them what they want."

Before relocating to South Carolina's Grand Strand, Paul was building in Maryland and Kent in Virginia, but they were near the state line and often worked together on building projects.

Diana and Brenda are also experienced in the building and real estate industry, and keeping to the tradition of a family business, they also work to keep Landmark Homes of S.C. running smoothly, operating the



Style and Grace! Create the kitchen of your dreams! Sit down with the custom cabinet maker and enjoy the experience. You are only limited by your imagination. This kitchen is an excellent representation of what the allowances afford you.

PHOTO © CHUCK GEE



In order to take full advantage of a spectacular view, Landmark Homes of S.C. custom designed the lanai into a year round outdoor living space. With separate HVAC zoned just for this area and impact glass in the sliding doors which allow usage on pleasant days, this space creates comfort for your family year round! The disappearing 4 panel doors allow the great room to flow effortlessly into the lanai.

office and doing whatever needs to be done. With them taking care of several facets of the company, Kent and Paul are free to concentrate on the building process.

About six months after moving into their home in the Grande Dunes, Mike and Carol Beard were enjoying it and speaking positively about the building experience they had with Kent and Paul.

It was the third home they had built since 2007, working with different builders each time. Mike said he and Carol had a great experience with the Grays and felt that they were working with them, instead of against them, as they had felt with some builders. Kent and Paul were open to any ideas and never responded by saying they did things a certain way, always displaying a willingness to please.



PHOTO © CHUCK GEE

Bill and Francie Biggs take full advantage of their gorgeous view! Note the doors that totally disappear to bring the outdoors in! The elegant coffered ceiling, the recessed lighting, and the custom trim highlight the craftsmanship which helps to enhance this elegant family room.

The stone fireplace, high double tray ceilings & 10' sliding doors work together to create a luxurious sitting room in the Biggs' residence.



PHOTO © CHUCK GEE

Mike and Carol Beard chose to truly customize their exterior. The couple added a cupola, a stone accent wall & further details such as palm trees designed within their stucco trim accents to enhance the home's lovely exterior.

Mike said he was on the jobsite often and one of them was on-site every time he went.

He and Carol were not really looking to build another home on that rainy Sunday that they left the golf course and ended up at Paul's home, but they are glad they did.

"We just fell in love with the floor plan. We used the same plan and tweaked it some," Mike said. "Paul and Kent were receptive to questions, to changes, and that was refreshing. Their philosophy was that they were building our house."

Kent says, "We try to make sure that we listen and understand what our customers want, and we're open to changing whatever they may want."

With excellence as their goal, Kent and Paul continue to build prestigious homes for customers who appreciate and value their dedication and personal attention.

Like the ancestors who taught them about life, they are committed to keeping their word, and their customers cherish that. Whatever they say they will do, they do, and that is one of the main reasons that

Landmark Homes of S.C. has been successful on the coast of the Grand Strand, which offers luxury living along the Intracoastal Waterway and miles of beautiful beaches. ■

Landmark Homes

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Kent Gray (540) 419-2594

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time is you can change skill but you cannot change attitude! This is where you need to begin. Ask yourself and your current employees what is the culture (general attitude) most important and needed within your business in order to succeed. Once you have nailed down your business culture, whether your goal is dedication and perseverance or a more compassionate and encouraging culture, you have now established the platform you will need for the interview process.

BBB Coastal Carolina's President / CEO Kathy Graham is a certified "Hiring for Attitude" class specialist. Contact Kathy at 843-340-6115 if you are interested in taking a class to change your business future from the inside core out! BBB helps ensure your business is a happy, healthy, ethical business consumers can trust. The Better Business Bureau looks forward to assisting in putting you at ease and helping you move forward with success in your business.

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When we change how we interview and how we listen to the interview answers, we actually discover the person's potential. Remember we are hiring for keeps, not just any ordinary employee. We need to stay away from all general questions we always have prepared on hand. Those prepared questions will give us prepared statements as responses. **All of your interview questions should receive different answers from each person you interview.** For example, the old open ended style question would be "tell me about a time when you became overwhelmed in the workplace". **To gain a more informative answer, phrase your question differently by asking "tell me about an overwhelming time you had in the workplace and how you overcame it".** The second question already tells them what you are looking for in how they overcame a situation. The person being interviewed will automatically think to tell you a solution. This is where you can really tell if a person is a high performer or not. "Low performers will give you only the problem they encountered. A high performer will give you the problem and the solution," states Kathy Graham President/CEO of BBB Coastal Carolina.



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The Most Popular Residential and Commercial Building Enhancement Today

by Sylvia Trembley

Increasing both property value and lifestyle experiences, today's popular construction design trend continues to include enhanced ultimate innovative outdoor spaces. Whether the outdoor space is designed for a residential homeowner or a commercial outdoor recreational environment, property owners are choosing to maximize outdoor living with high quality exterior products achieving beauty combined with the best functional lifestyle experience.

Explore extraordinary outdoor living lifestyle products and services offered by 4 local top professional independently owned Grand Strand businesses, 'Quality Pools & Spas - Landscaping & Design', 'The General Pool Company', 'Indigo Landscaping And Construction, Inc.' and 'A Backyard Creation'.

QUALITY POOLS & SPAS - LANDSCAPING & DESIGN

'Everything Outside The Four Walls Of The Home'

(PLEASE SEE AD ON PAGE 9 OF THIS ISSUE)

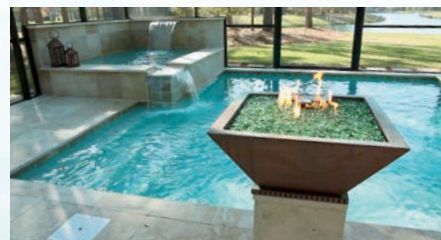
The Seay Family

Offering a turnkey quality outdoor living experience is the guarantee provided each customer by the Seay family. In the mid-1990s, Bill Seay recognized the need and opportunity to establish a **Full Service Pool, Spa, Hardscape And Landscaping** company along the Grand Strand. Bill's earned business expertise and interest in creating an 'ALL IN ONE' pool and landscape business was the foundation for Quality Pools & Spas - Landscaping & Design.

Bill Seay, with sons Drew and Kevin, along with a well-trained team of licensed and certified specialists work together in bringing to life each custom design. Drew Seay relates the importance of all aspects of each job being accomplished 'by one company' providing better quality control



Drew Seay, Vice President, Quality Pools & Spa



A private outdoor oasis with beautiful tiled water feature combined with a luxury spa.



A beautiful vanishing edge pool with oceanfront view.

and time management coordination.

Whether it is a backyard outdoor living space or entire community, Quality Pools & Spas - Landscaping & Design is equipped to transform an environment to fit the needs of the residential or commercial client. The process begins with a consultation in learning the desired vision followed by a detailed 3D image of the proposed end result. Embracing the commitment to always remain current with new outdoor living lifestyle trends and applications, as well as being knowledgeable and prepared to provide the best healthy water environment are top priority.

Relationships established through the years with building contractors and property management industry professionals such as **Nations Homes, Arthur Rutenberg Homes, Annas Development, D. R. Horton, Waccamaw Management, Empress Management** to name a few, is

a key part of Quality Pools & Spas business. Providing all the components to complete an extraordinary outdoor living space include courtyard design, in ground custom pools & spas, waterfalls, pergolas, paver decks and driveways,

decorative retaining walls, gazebos, outdoor kitchens, fire pits and fireplaces, complete irrigation systems and outdoor lighting.

Bill, Drew and Kevin are joined by both Anne Seay and Jade Seay who are responsible for all office business as well as technical responsibilities. Adding key professional business skills, rounding out the solid core team, are Keith Alford, Vice President of Landscape Design and Eddie Deustch, Vice President of Installation.



Luxury at it's finest at this Grande Dunes home featuring a dual spill-over spa and pool combination.

Each person is an important key member of the family business team. Going forward “we will continue to provide the best quality work as we fulfill people’s dreams”, says Drew. As a member of the Association of Pool & Spa Professionals, Quality Pools & Spas - Landscaping & Design work with clients across the Grand Strand area, Florence, the Brunswick coastline up to Wilmington as well as into Charleston. ■

THE GENERAL POOL COMPANY, INC.

The Ashburn Brothers

Tommy and Troy Ashburn have owned and operated The General Pool Company, Inc. since 1987. They work with builders, businesses and homeowners to provide commercial and custom residential pools, spas, fountains and other features, as well as cleaning services. “Our goal is to present an inviting atmosphere with a casual



elegance,” Tommy says.

The company constructs custom concrete Gunitite pools and spas. “We build every one of our pools as if we were building it for ourselves,” Tommy adds. Modern technology allows the company to offer clients the ability to use automatic control systems to operate all the pool and spa functions with a wall-mounted control panel, a hand-held remote or a smartphone. Some of the functions included are timers, lights, heaters, fountains, deck jet sand waterfalls. A large percentage of the company’s custom pools are now being finished with quartz plaster, which is a much harder substance and more stain-resistant than the traditional marcite (crushed white marble.) Salt generators are also being used to sanitize pool water, eliminating the traditional chlorine that, as most people remember, can fade swimsuits, bleach hair, and lead to red eyes and skin irritation.



Tommy Ashburn (right) and Troy Ashburn, owners of The General Pool Company, Inc.

The General Pool Company, Inc. offers more than 100 pool designs and shapes that can be customized to meet anyone’s needs. Clients have the opportunity to see two or three pools incorporated into their designs before making their decisions.

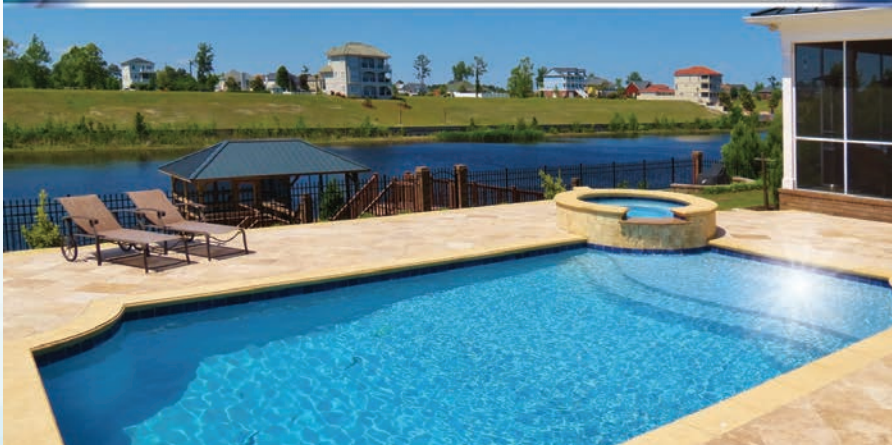
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(Continued on page 16)

Another popular way to truly accentuate your backyard retreat is with the addition of one of The General Pool Company's fantastic outdoor kitchens, fire places and fire pits. From the beginning of the design process, the Ashburns will incorporate everything you need to turn your backyard into a true utopia. If you're looking for a new amazing pool or looking

to change your backyard into an oasis that you never want to leave, The General Pool Company, Inc. can make that happen.

Tommy says many people think they cannot have a pool because of the size and shape of their lots, but most can because concrete pools can be designed to fit any space. "Once they pick out a design, we can start working on their color choices," he

says, adding that the company produces its own pool coping colors and considers color one of the key aspects of the project.

"Colors are very important because the four colors you'll see throughout a pool's life are in the plaster, tile, coping and decking," Tommy says. "All four colors working together provide a soothing and inviting backyard retreat." ■

INDIGO LANDSCAPING AND CONSTRUCTION, INC. – 'Since 1999'

Robert Steuer and Amy Steuer – a business partnership

Indigo Landscaping And Construction, Inc. is a design and build landscape firm. Offered is every aspect of landscape installation from conception to design, including assuming the role of the outdoor contractor if needed. Consistent follow through with installation of all pieces in the



'Earth Laughs In Flowers' – quote by Ralph Waldo Emerson.



'A Wedding Gift' – View Of The Water. Green glass tiles compliment an outdoor custom kitchen area enhanced with a flat screen TV and fire place. This outdoor space can be used during all four seasons.

outdoor space along with overseeing all details of each project is guaranteed. Whether the landscaping venture is large or small, Robert Steuer, Registered Landscape Architect, has the experience to build a wide variety of outdoor features. Indigo Landscaping's broad ability includes creation of distinctive works of outdoor art, elegant arbors, stunning paver designs, unique customized swimming pools,



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landscape and lawn designs along with providing professional irrigation system installation and irrigation renovation service when needed.

The most popular feature Indigo Landscaping enjoys is creating a customized outdoor kitchen and bar to fit the individual desire and style of the client. Each job is unique providing a custom outdoor living environment to enhance each property.

From the design stage, creating construction drawings and specifications, to the completion of each job, the Indigo Landscaping And Construction, Inc. team provides expert quality landscape, architectural and construction services with both residential and commercial clients, handling the soft scape living elements of a landscape as well as the hardscape permanent features made of stone, brick or concrete.

This professional skill and commitment has evolved into creating ongoing business relationships with custom builders like Jim Lane with Saratoga Construction, Berry Coggeshall with BEC Construction, Lee Lanford Construction, Shoulette Construction as well as property management companies such as Waccamaw Management, Premier Management, Kuester Property Management to name a few. A *'mantra'* Rob Steuer stands by in regard to working with builders is "I want to

bother the builder as little as possible and do what I say I will do when I say I am going to do it. Good communication, being reliable, being easy to work with and producing quality work are my top priorities".

A vision along with preparation began early in life for both Rob Steuer and Amy Steuer toward creating what was to become their own business, Indigo Landscaping And Construction, Inc.

As a young man, growing up on a farm in South Carolina, Robert was inspired by his father, a Doctor of Pathology, who loved the land, as well as having a keen appreciation and interest in art. Being surrounded by this influence, Robert's first job at age 16 was with a greenhouse nursery business. The greenhouse business became a 'continuing summer job' throughout school for Robert.

Rob Steuer, as a natural born leader, had strong life principles. First earning a Bachelor's Degree in History at The University of South Carolina, Robert furthered his education at The University of Georgia, earning his Master's Degree in

Landscape Architecture.

Upon completing his Master's degree, Robert continued to enhance his education with hands on experience. He worked with top professional landscape companies in Hilton Head, Charleston and Pawley's Island which provided invaluable experience and education.

Amy Steuer was influenced by a broad geographic experience due to growing up

in a military family with her father's profession being an Air Force pilot. Amy's family lived in several areas of the United States, as well as Canada, England and the Netherlands. Amy and Rob met while



*Amy Steuer,
Indigo Landscaping
And Construction, Inc.
co-owner*

both in college at the University of South Carolina. Amy was earning her Bachelor's Degree in Business. Later, Amy earned a Master's degree in the Art of Teaching which she says continues to provide valuable skills "in motivating and leading people". With appreciation of both her business degree as well as teaching experiences, Amy realizes how important this educational foundation has been in her life. She continues to develop solutions in managing, motivating and monitoring employees, interacting with clients and in 'juggling business and paperwork minutia'!

Rob Steuer, with a Degree in History as well as a Master's Degree in Landscape Architecture, joined by Amy Steuer having earned both a Degree in Business and a Master's Degree in the Art of Teaching, have together built a successful business. Rob takes deep satisfaction in knowing his clients get to enjoy their outdoor living space all year long. Since 1999, Indigo Landscaping And Construction, Inc. continues to 'create the custom unique outdoor living space of your dreams' while providing sophisticated outdoor living lifestyle spaces for both residential and commercial clients from the South Carolina coastline of Georgetown to North Myrtle Beach. ■



*Rob Steuer,
Indigo Landscaping
And Construction, Inc.
co-owner &
Landscape Architect*

A BACKYARD CREATION, SC/NC – ‘All Of Your Backyard Needs’

(PLEASE SEE AD ON INSIDE FRONT COVER OF THIS ISSUE)

William Johnston and Peter Needham – business partners

An entrepreneurial spirit was first embraced by best friends William Johnston and Peter Needham in the third grade in Waukegan, Illinois. Continuing through school, surrounded and guided by family members and excellent teachers instilling family values, a strong work ethic and



Peter Needham (left) and William Johnston

inspiration to think ‘outside the box’, William and Peter made the personal commitment to make the dream of owning their own business come true.

Moving to South Carolina in 2003 to work with his family’s pool company, William was soon joined by Peter. Both learned aspects of the pool industry, from the ground up. Through this experience, their personal business vision became clear. Together, as equal partners, William and Peter made the decision to open their own full service pool and spa company. In 2010, A BACKYARD CREATION business was born.



A Roman style pool with spill over spa and Pergola.

With 30 years combined experience, an extraordinary work ethic along with a personal commitment to provide quality first, A Backyard Creation has established a business foundation and plan for success. The use of superior products, safe chemicals and upgraded equipment along with personal supervision over every job guarantees the best result to every customer. A Backyard Creation insures all their employees receive continued education and have Certified Pool & Spa Operator Certification.

“The basis of our business is our builders”, says Peter Needham who focuses on creating business relationships. William Johnston oversees all installations. Peter and William both are keenly knowledgeable on every aspect of their business and work closely together in being accountable for managing every detail.

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Developing ongoing business relationships with builders and real estate companies is a cornerstone for growth. A Backyard Creation enjoys and appreciates business relationships with Jerred Roberts, Bryant Construction, Scott Bell, Klassic Remodelers, Greene Construction, Moffitt Builders, North Beach Realty, Remax Southern Shores, Elliott Realty to name a few.



Outdoor Grotto.

In regard to a key product offered by A Backyard Creation, with extensive research into industry state of the art products, a relationship with #1 Bull Frog Spas was established. This spa product provides both top quality and superior customized therapeutic result to the customer. The Bull Frog Spa is ‘leaps ahead’ and offers full benefits to the customer for years to come.

A Backyard Creation builds and installs both fiberglass and custom concrete pools. Promoting healthy swimming is a continued commitment, always insuring natural chemicals are used and proper water chemistry is attained essential to health. Working with homeowner associations and property management companies when older pools need remodeling or an outdoor space requires uplift with new pavers is an important part of their business.

With A Backyard Creation’s commitment to meet the needs of their customers interested in the complete outdoor living

lifestyle experience, they provide the best products including top quality, function and design outdoor kitchens, barbeque grills and fire pits by #1 ‘Bull BBQ’.

A Backyard Creation is a full service company offering solutions for patios, decks, outdoor fireplaces, fire pits, outdoor kitchens, paver and stone walkways, spas, hot tubs and both fiberglass and custom concrete pools. “Everybody on our team cares about the best result for the customer. Each person takes it personal and has a

purpose toward providing the best quality product.” Being an important part of the business team and providing excellent customer service and product knowledge are James Marciano, Tiffany Greenwood and Shellie Hunter having over 10 years in the pool business. “Our customer base is like family. Our relationships are based on trust and continue beyond the completion of the job. We are a phone call away to provide ongoing service to our customers for all of their backyard needs.” ■



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