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2015 Fall Home Improvement & Outdoor Living Show  
September 11th -13th in MBCC  
[www.HomeImprovementShow.info](http://www.HomeImprovementShow.info)

- HGHBA FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW Exhibitor Map
- SHOW SEMINARS & WORKSHOPS Schedule of Events
- PORT CITY ELEVATOR, INC. Serving SC & NC
- PINNACLE OSB SUB-FLOORING By Norbord
- MILLWORK Doors - Windows Specialty Items
- BATHROOMS Design & Remodeling
- LIGHTING Trends & Solutions

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Ray Floyd

Chad Floyd

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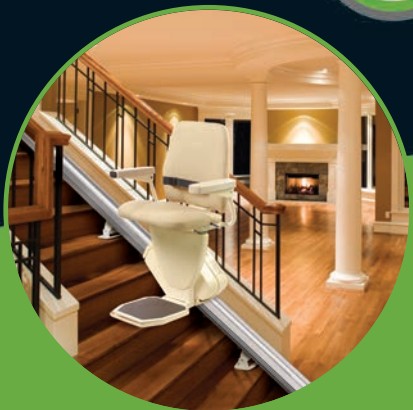


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# Horry Georgetown Home Builders Association 2015 Fall Home Improvement & Outdoor Living Show

by Rob Clemons

Welcome to the 2015 Fall Home Improvement & Outdoor Living Show presented by the Horry Georgetown Home Builders Association (HGHA). If you are thinking about buying a new home or making improvements to your existing home – you’ve come to the right place!

This show has something for everyone as you visit over 200 exhibitors showcasing their products and services. Enjoy impressive product displays by specialists in the fields of new home construction, remodeling, outdoor living, swimming pools, home security, hurricane protection, interior design, energy efficiency and much more. These specialists are committed to their craft and can answer your questions face to face while giving you helpful ideas to obtain your goals.

Popular show attractions include informative workshops, seminars and special events. Our seminar and workshop lineup include industry experts giving advice such as smart home technology, gardening tips, cooking tutorials, and decorating ideas. Sample some food, learn new creative ideas,

ask questions, and enjoy the show! Check out the show schedule for the various events and times on the following two pages (6 & 7) of this show issue presented by Building Industry Synergy.

Finally, there are several great exhibits by our local, non-profit neighbors. One of the groups, Coastal Animal Rescue, will have some cute, furry friends at the show that are looking for a good home. Another group, The Waccamaw Arts and Crafts Guild, has a display area with many amazing paintings and crafts by talented members of our community. The Horry Georgetown Home Builders Association is committed to

supporting charitable local groups to help make our community better and stronger.

With all of the exhibitors and events at this year’s show, I am sure a great time will be had by all. We look forward to seeing you at the show!

*If you have any questions regarding this year’s show feel free to call (843) 438-4124 anytime during show hours or visit the HGHA booth located at the back of the show.*

– Rob Clemons,  
Dawol Homes, Inc.  
2015 HGHA President ■



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Visit Us In Booths 108 & 109 September 11th - 13th in MBCC





# 2015 Fall Home Improvement & Outdoor Living Show

WHAT YOU CAN EXPECT TO FIND AT THIS YEAR'S SHOW

## Presenting Organization:

Horry Georgetown Home Builders Association

### Sponsors:

Window World  
Santee Cooper  
WPDE TV -15  
Easy Radio  
Building Industry Synergy

### Hours:

Friday & Saturday – 10am to 6pm  
Sunday – 11am to 5pm

### Location:

Myrtle Beach Convention Center

### Date:

September 11, 12, 13, 2015

### Ticket Pricing:

\$5.00 (Children under 16 - free)

**Exhibits:** More than 200 Exhibitors will showcase their products and services. You'll find everything for small projects such as painting and new flooring, new doors and windows, energy conserving products, Hurricane Protection products, new kitchens and bathrooms, Universal Design, Aging-in-Place makeovers to whole house remodels.

It does not stop with the interior of the home. People are staying in their homes longer. It makes sense for them to improve the quality of their life by improving their home. Install a pool, build an outdoor living/grill area, add a deck or patio, water feature or spruce up your landscaping – the possibilities are endless and enjoyable.

**Meet the Pros:** Brochures are a great way to get general information about products, but nothing beats a face-to-face chat with a professional. This is your opportunity to see and talk to home improvement, remodeling, construction, outdoor living and related industry professionals all in one place at one time – no appointment necessary.

### Workshops and Demonstrations:

- Interior Design
- Landscaping & Yard Care
- AARP Safe Driving, Making
- Making Your Own Organic Household Products
- Veggie Gardening and more

For a complete listing and description of workshops, demonstrations and speaker bio's visit [www.HomeImprovementShow.info](http://www.HomeImprovementShow.info)

### Special Events:

- Culinary Demonstrations and Food Tastings** – Learn from local chefs as they share secrets, techniques and recipes. Following the demos please stay and enjoy a tasty sampling.
- Specialty Market Place** - A selection of exceptional southern fare, local honey and produce, fresh baked goods, salad dressing, environmentally friendly cleaning products and much more. Gourmet foods and everyday essentials to please your palate and delight even the pickiest of people.
- Support Our Local Artists** – Visit the Waccamaw Arts & Crafts Guild Exhibit and see local artists share and demonstrate their art.

Don't forget to pack it up and take it home – once you have experienced the market place and cemented your ideas, make sure you keep the product brochures and business cards in a file at home. They will serve as a resource for your home improvement or outdoor living project as well as a resource for future purchases.

For additional information visit [www.HomeImprovementShow.info](http://www.HomeImprovementShow.info). If you are present at the show and have a question, feel free to visit the HGHA booth at the back of the show or call (843) 438-4124 anytime during show hours. ■



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## SEMINARS & DEMONSTRATIONS

### FRIDAY, SEPTEMBER 11

- 12pm Souper Soups** – Learn to make Sweet Potato Chowder & Southern Black Bean Soup with Chef Dan Henn of the Myrtle Beach Chapter of the American Culinary Federation.
- 1pm Ethan Allen Windows for the “Window Treatment You Deserve”** – Ethan Allen Designers, John Hanna and Brian Hardee will show you how to dress your windows, on your budget and in your style.
- 2pm “Spooktacular” Halloween & Creative Fall Treats** – Cathy Kelley of Kelley Bakery will show you how to create Halloween and fall treats with plain cupcakes and a few simple decorations.
- 3pm Preserving Vegetables from the Home Garden** Tips and tools for successful do-it-yourself canning techniques. *By Miracle Lewis, Home Sweet Farm*
- 4pm Making Your Home Safe for a Lifetime** – This workshop will help homeowners remain in their homes safely, independently and comfortably as they age by modifying their bathroom and kitchen areas. *Presented by: Yvonne & Troy Yates, Hospitality Services*

### SATURDAY, SEPTEMBER 12

- 12pm Farm to Table** – Fresh, nutritionally packed veggies fresh from the farm to your table! See what a relationship with Local farmers can mean to your health and your pocketbook! Picked fresh this morning ... enjoyed by you tonight! Come experience just how simple and quick a Fresh, Local meal can be! *Presented by: Carol Williams, Mill Grove Farms*
- 1pm Back to Basics** – Make your own, all natural, organic, biodegradable, household products. *By Amber Bradshaw, Low Country Healthy Living*
- 2pm Ethan Allen Windows for the “Window Treatment You Deserve”** – Ethan Allen Designers, John Hanna and Brian Hardee will show you how to dress your windows, on your budget and in your style.
- 3pm Sustainable Gardening** – Ideas for growing vegetables and plants using raised beds and containers in the backyard. *By Miracle Lewis, Home Sweet Farm*



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# ent & Outdoor Living Show

## SEMINARS & DEMONSTRATIONS

### SUNDAY, SEPTEMBER 13

- 12pm** **Ethan Allen Windows for the "Window Treatment You Deserve"** – Ethan Allen Designers, John Hanna and Brian Hardee will show you how to dress your windows, on your budget and in your style.
- 1pm** **Make the Perfect Pie with Jupiter Pies** – Learn the secrets of making the perfect pie with Cherette Jupiter of Jupiter Pies.
- 2pm** **5 Herbs Everyone Should Grow and How to Use Them** – Bradshaw will share with you how to grow and cook with herbs and the medicinal properties of five common herbs that everyone should grow.
- 3pm** **Is Your Home Smart Enough?** – The CRG Technology team will review the latest in smart home technology including demonstrations of home automation solutions and Q&A with audience members to demonstrate the flexibility in designing a custom plan. *Presented by: Daniel Moniz, Technology Specialist.*



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

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For over two decades Re-Builders has been designing, renovating, remodeling and building for home and business owners in the Myrtle Beach and surrounding areas. Owner, Ray Floyd, has truly raised the bar in terms of the level of knowledge and professionalism he brings to the table for each project. Currently, Ray is proud to hold designations such as Certified Graduate Remodeler, Certified Green Professional and Certified Aging-in-Place Specialist. Re-Builders is also a Lead-Safe Certified Firm by the U.S Environmental Protection Agency.

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The proceeds from the raffles at the annual HGHBA tournament August 6th were donated to the Help 4 Kids Backpack Buddies Program in Horry County.

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A premier accessibility equipment provider serving SC and NC markets.

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The BBB informs the consumer to hire a licensed professional contractor.



## on the cover

Ray Floyd (middle) & his son, Chad (right), with Gail Ramsbottom in front of the left side of the Ramsbottom's home. Re-Builders installed new Trex decking and railing, along with converting the previous screened in porch to a sunroom on the rear of the home.

# BUILDING INDUSTRY SYNERGY SC - GRAND STRAND

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## 2015-16 Calendar of EVENTS

### SEPTEMBER

- 11-13** 2015 Fall Home Improvement & Outdoor Living Show in MBCC
- 28-29** NAHB Fall Board Meeting

### OCTOBER

- 8** HBA of SC Fifth District Meeting
- 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
- 19** HBA of SC Legislative & Strategic Planning Session / Leadership Training / Board Meeting

### DECEMBER

- 15** HGHBA Board of Directors Meeting

### FEBRUARY 2016

- 12-14** 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](mailto:rao@hghba.com).*



*The 2015 HGHBA Fall Clay Tournament at the Backwoods Quail Club will be held on Thursday, November 12th. For registration information please call (843) 438-4124 or email [rao@hghba.com](mailto:rao@hghba.com).*



The 2016 HGHBA Spring Home Show will be held February 12th - 14th in the MBCC. For exhibitor information please call (843) 438-4124 or email [rao@hghba.com](mailto:rao@hghba.com).

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# Bathrooms Play An Important Role In Increasing The Value Of A Home

by Sylvia Trembley

Functionality, quality and efficiency are important considerations in bathroom design. Identifying current bathroom design trends when choosing the right fixtures to represent your style, whether modern, classic, rustic or antique, will enhance the return on your investment. Local Grand Strand professionals ready to assist you in bathroom design solutions are EASTON INDUSTRIES and BRADY GLASS SOLUTIONS.

## EASTON INDUSTRIES

(VISIT US IN BOOTHS 522 & 523  
SEPTEMBER 11-13 IN THE MYRTLE  
BEACH CONVENTION CENTER)

First and foremost, Mike Marcis wants to re-establish EASTON INDUSTRIES brand recognition of 'BATH TRANSFORMERS'™ tub and shower renovations and 'EASTONITE'™ kitchen counters. The BATH TRANSFORMERS™ AND EASTONITE™ brands were established back in 2007 when the recession was taking hold of the economy and the new



*Easton Industries owner, Mike Marcis, in his Myrtle Beach showroom. Mike has been involved with Easton Industries for over 20 years.*

construction business slowed dramatically.

'Do what you say you're going to do when you say you're going to do it' is the EASTON INDUSTRIES motto, understanding both timing and scheduling are critical to the building process. For more than 20 years owner Mike Marcis preached this philosophy to customers and employees alike. In 2013, Mike sold the company to a husband and wife team. After 2 years, the couple realized the business just wasn't for them and asked Mike if he would take the company back over. In May of 2015, Mike again took control

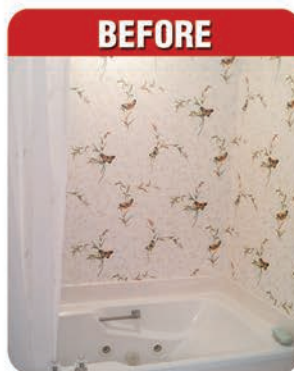
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of the company he had run successfully since 1992 and is happy to be back doing what he knows best. Mike says *"I am also very fortunate to have virtually all of my original Easton staff still intact which made the transition simple and seamless. We are all excited to get back to the basics of our bath and kitchen business."*



Easton Industries recently received the 2015 Readers Choice Award for being the Best Kitchen/Bath Remodeling Company.

Easton Industries is committed to 'staying on point' with building industry fashion trends. The BATH TRANSFORMERS™ division of Easton Industries provides complete affordable upgrades with custom tub and shower renovations in just 2 days using cultured marble products to replace old tile or fiberglass units. Easton Industries controls manufacturing and installation from 'top to bottom', always ready to professionally react to each customer's custom design. Added benefits include maintenance free gel coat finish and tile look design in cultured marble. The completed job includes brand name plumbing fixtures and a new shower door enclosure. On-site custom manufacturing provides opportunity to both offer a variety in personalized style as well as reduce cost. The final price is typically 25-50% less than national brand renovation companies.

'EASTONITE™' kitchen counters are a



Easton Industries is located in the Jetport Industrial Park on the corner of Bypass 17 & Piedmont Ave. just across from Coastal Grand Mall.

cast polymer countertop that has a built-in sealer and resembles the solid surface and granite look that is popular today. The counters cost a lot less than the other products. Best of all, 'EASTONITE™' can be installed directly over an existing kitchen counter, eliminating demolition and allowing the customer to *"have breakfast on your old countertops and dinner on your new ones"*.

Easton Industries' core business has always been and will always be providing cultured marble products for new construction projects. As a charter member of the Horry & Georgetown County Remodeling Council, Mike says *"through the years we appreciate the continuing relationships we have established with local custom builders and national tract home builders whose emphasis is on delivery of a superior quality product within budget and on time. Property management companies in the area have put their trust in us to deliver finished kitchen and bath renovations on time and on budget and we are grateful for that trust. You have to earn that trust every day on every job. We've been doing this for a long*



Easton Industries can totally transform your old shower or bath to a new beautiful cultured marble shower or bath in just two days!

*time and are committed to providing continued quality products and service to the contractor or homeowner who is having their project done by us today"*, states Mike Marcis.

The Easton Industries service footprint reaches throughout Horry and Georgetown counties and stretches west to Florence and north up to Southport, NC.

For more information you may contact Easton Industries at 843-448-2354 or visit their website at [www.EastonInd.com](http://www.EastonInd.com). ■

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BRADY GLASS SOLUTIONS professional team in front of new location at 3825 Wesley Street in Myrtle Beach, SC.



David Brady, BRADY GLASS SOLUTIONS owner and operator.

David Brady says “we show up on schedule and get the job done”.

Staying current with all trends in glass applications is top priority to BRADY GLASS SOLUTIONS. Toshia Brady points out an example of a popular style trend today in glass shower doors in the ‘frameless look’ presenting a seamless appearance along with being more durable and easy to clean. “Seamless glass shower doors are a simple upgrade which add value to the home along with a touch of luxury” states Toshia.

BRADY GLASS SOLUTIONS specialize in residential and commercial glass repair, replacement and service including custom mirrors and shelving, patio doors, shower doors, glass table tops, insulated windows, glass sliding doors and hurricane resistant insulated glass commercial storefronts.

Fully licensed and insured BRADY GLASS SOLUTIONS, serving residential and commercial building contractors and property management companies,

guarantee all work with 100% focus on providing quality glass product solutions along with meeting each customer’s production schedule. To better serve the needs of their customers, BRADY GLASS SOLUTIONS is moving into their new showroom location at 3825 Wesley Street in Myrtle Beach in September 2015.

For more information, you may contact Brady Glass Solutions at (843) 957-2546 or visit their website at [www.GlassMyrtleBeach.com](http://www.GlassMyrtleBeach.com). ■



Inside new Brady Glass Solutions showroom in Myrtle Beach, SC.

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## Re-Builders, Inc. "Built on a Foundation of Trust"

The residence of Dr. Garnett and Gail Ramsbottom in Myrtle Beach. Re-Builders converted the Ramsbottom's previous screened in porch to a new sunroom and removed the wall between existing sunroom and new sunroom in order to enlarge the sunroom area. They also installed a Majestic gas fireplace with a wood mantel along with the granite surround for the fireplace. New cabinets behind the fireplace for audio and video equipment were installed, along with new Brazilian cherry wood flooring and new lighting to complete the project.

PHOTO © CHUCK GEE

by Peggy Mishoe

PHOTO © CHUCK GEE



Re-Builders converted the spare bedroom on the south side of the Ramsbottom home adjacent to the sunroom into a new kitchen. They removed the wall between two rooms in order to create an eat-in bar area and open the kitchen to the existing sunroom. A vaulted ceiling along with new lighting, cherry wood cabinets and marble countertops were also installed.

Since 1994, Re-Builders has been designing, renovating, remodeling and building for home and business owners along South Carolina's Grand Strand and surrounding areas.

Re-Builders is a professional remodeling and renovation company that can redesign and complete the construction of any of the interior or exterior living spaces in your home or business. Re-Builders strives to make individual dreams come true by creating entire homes, remodeling bathrooms and kitchens, completing additions and home improvements, always building upon their clients' ideas to provide superior products and workmanship that they will be happy





*Ray Floyd (left) enjoys a friendly conversation with Dr. Garnett and Gail Ramsbottom in the Ramsbottom's remodeled sunroom. Re-Builders installed new lighting, Brazilian cherry floors to match the existing ones in the house and repainted all of the walls, ceiling & trim.*

with for many years to come.

Re-Builders has maintained the reputation of being 'Built on a Foundation of Trust', as a result of the simple fact that the company's fundamental core values have not changed as they continue to grow.

President Ray Floyd says, "Our focus hasn't changed since day one. Our main focus is on renovation and remodeling projects, and we strive to provide great customer service along with a quality product at a fair price."

In 2002, Dr. Garnett Ramsbottom and his wife, Gail, purchased a Myrtle Beach home that was built in 1950. Although the floor plan was not exactly what they wanted, they knew that it could be remodeled. He said, "We had enough vision to know that one day we could get it like we wanted it."

Thanks to Re-Builders, they now have everything the way they envisioned.

In 2005, they chose Re-Builders to do some major renovations, and in 2014, they again chose Re-Builders to complete further renovations. "They're professional. They've got good people working for them. We

were very happy both times," Garnett said.

On the first remodel, Re-Builders made numerous changes that included converting a bedroom on the southeast side of the home into the kitchen, removing a wall so that it opened into the family room, converting the kitchen on the northwest side into a third bedroom and adding a screened in porch. In 2014, the remodel converted the screen porch into a sunroom and almost doubled the size of the exterior deck. Re-Builders also replaced all of the siding around the dormers and some of the windows, built new archways around the house and made some additional home improvements.

"We are very happy with our house," Garnett said.

When Oma Hodges decided to completely renovate her master bath and dressing area, she set out to interview three contractors. She found Re-Builders in the phone book, which was the third and last contractor she talked with. "I'm not saying the other two might not have been good, but Ray at Re-Builders just gives you that

comfort level that I needed. He talked a lot of sense," she said.

Ray observed and pointed out a few potential obstacles with the proposed project and effectively explained how they would be resolved. He also gave her a fixed price for the project, which he always does with his customers. This eliminated the possibility of future unanticipated costs.

Re-Builders' customers always know what to expect. During the initial contact and consultation, Re-Builders translates a customer's vision into a plan encompassing the scope of work, the schedule and the budget of the proposed project. During the design process, they are very flexible, value oriented and creative. From the preliminary design, Re-Builders provides a construction agreement with all of the specifications, the scope of work and the costs involved. They believe an open line of communication between the customer and the contractor is vital, as well as meeting before construction begins and periodically during construction. When the project is complete, Re-Builders remains available to answer any questions and address any concerns.

"I loved every one of them," Oma said. "Ray is a good man with a good company and good employees. I would use them again."

She adds, "They were also good to my rambunctious young puppy (Hank), and once when I was not there, one of them even walked him."

Oma is very pleased with her renovated master bath. "It's absolutely beautiful," she said.

In 2013, Jay and Donna Dellinger chose Re-Builders to do a complete kitchen renovation in their 1960s ranch-style home in Myrtle Beach.

"There is nothing original about this kitchen. I felt comfortable that Re-Builders could get the job done and they absolutely did," Donna said, as she spoke about the first experience



she and Jay had with Re-Builders.

The second time Jay and Donna chose Re-Builders, the work involved other extensive interior renovations, including removing hardwood floors and installing new wood and tile floors, constructing new tray and vaulted ceilings, removing walls and much more. “It’s like I have a brand new house,” Donna said.

“They have a very clean worksite,” she added. “We didn’t have any problem staying there while the work was going on. They were always on time, they worked long and hard, and I always knew their schedule.”

Re-Builders, a BBB accredited business, is an active member of several professional organizations, including the Myrtle Beach Area Chamber of Commerce, the Horry Georgetown Homebuilders Association (HGHA) and its Professional Remodelers Council. Membership in the HGHA automatically gives Re-Builders membership in the Homebuilders Association of South Carolina and the National Association of Homebuilders (NAHB). Numerous training classes and certifications are made available by these organizations on a local, state and national level. Ray is a licensed General Contractor and a licensed Homebuilder. He has earned several certifications from the National Association of Homebuilders including Certified Graduate Remodeler, Certified Green Professional, and Certified Aging-in-Place Specialist. Re-Builders is also a Lead-Safe Certified Firm by the U.S. Environmental Protection Agency (EPA).

“The things that I’ve learned through the NAHB and HGHA have really helped me,” Ray said. “If I had not received the training and the certifications, I don’t know if I would be in business today, because I learned how to operate and manage a remodeling business, which is very



Re-Builders doubled the size of the Ramsbottom’s previous deck area. They installed new Trex decking and railing in order to provide a maintenance-free deck system.

different from a new construction business.”

Re-Builders is a family owned business with a team of employees who are also considered family. Ray says, “We like each other. We’re a team. Each person has a responsibility to the team.”

Ray’s wife, Deborah, coordinates special marketing activities and

outside functions such as employee, vendor and customer appreciation events. Their son, Chad, is a licensed Homebuilder and has received additional training, including earning certifications by the Institute of Inspection, as well as Cleaning and Restoration for Water, Fire and Smoke. He is the Vice-President and Construction Manager of the company

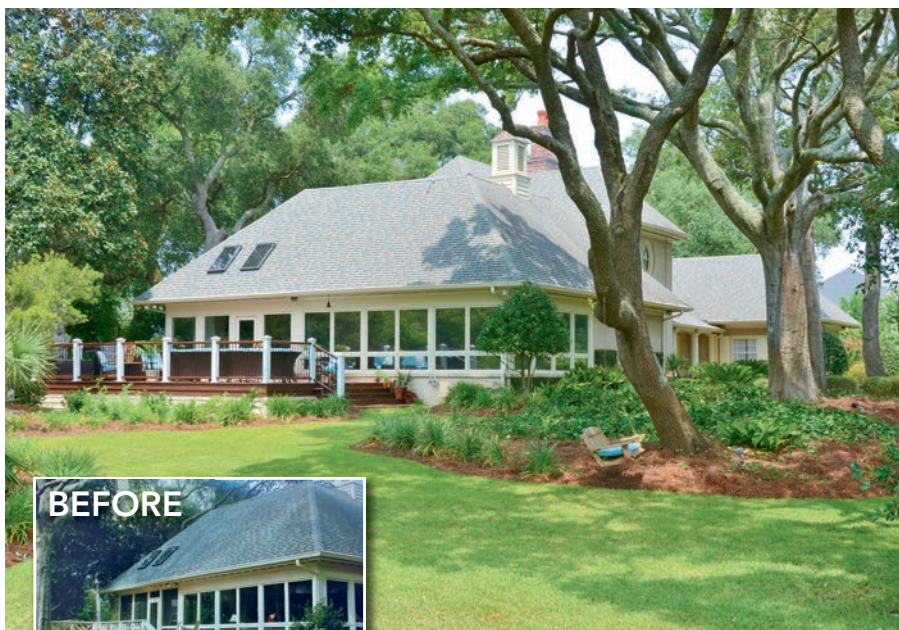


PHOTO © CHUCK GEE

Re-Builders converted the Ramsbottom’s screened in porch on the rear of the home to a sunroom with the use of new Pella windows and doors.



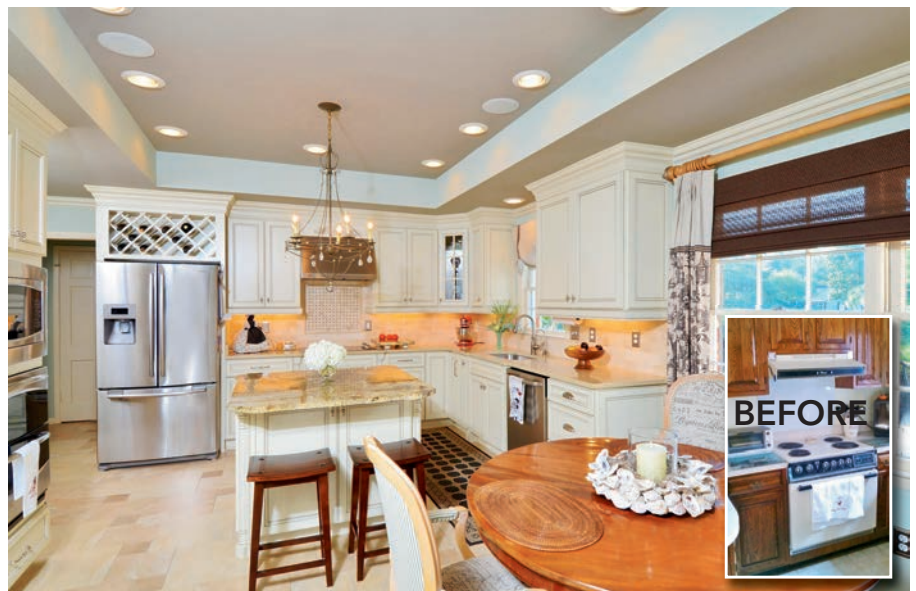


*The residence of Oma Hodges. Re-Builders removed the existing whirlpool tub and steam shower along with the vanity cabinets and installed new vanity cabinets with granite counter tops, mirrors, and lighting. A new pedestal tub and new tile shower with bench seat, frameless glass, and recessed soap/shampoo niche was also installed to complete the project.*

with responsibilities that include jobsite supervision, scheduling, estimating and installation.

When you call Re-Builders, the friendly, welcoming voice you hear on the other end of the phone will more than likely be that of Sonja Hensley. She manages the office with a genuine attention to detail that is crucial for a well-organized business. She also manages the email marketing and social media, including writing ongoing blogs, and keeping existing and potential customers up-to-date on sites such as Facebook, Houzz, Pinterest, Twitter and LinkedIn. Re-Builders is also a preferred contractor on Angie's List.

The Re-Builders' employee team is an integral part of the company's



*The residence of Jay and Donna Dellinger in Myrtle Beach. Re-Builders installed new tray ceilings to raise the height of the ceilings. New recess can lighting, tile floors, off-white cabinets with a glaze, new granite countertops with tile backsplash, under cabinet lighting, in addition to brand new appliances were also installed to complete the project.*



success. They are the ones who are on the jobsite daily, ensuring that the work is performed correctly and stays on schedule. It is always equally important to all Re-Builders' employees that each customer is comfortable having them in their home. Each team member possesses the knowledge and creativity necessary to bring the customer's wishes and desires to reality.

Over the years, Re-Builders has won numerous awards, including the 2012 HGHBA Professional Remodelers Council Home for Life Award for Bathroom Remodels and the 2010 HGHBA Top Dog Award for Best Bathroom Remodel.

The Grand Strand area has been good to Re-Builders, and the company enjoys giving back to the community, continuing to help organizations such as the Salvation Army, Habitat for Humanity, Christian Mission Outreach and Street Reach.

Homeowners or business owners that are contemplating remodeling or renovating will find that Re-Builders is a solid choice to provide design solutions, quality workmanship and competitive pricing for any project, including bathrooms, kitchens, additions, whole house renovations, home and business improvements, as well as new construction. ■



www.ReBuildersMyrtleBeach.com  
 675 Robert M. Grissom Parkway  
 Myrtle Beach SC 29577  
 (843) 448-0041



Re-Builders converted the previous 8 ft. ceilings in the Dellinger's den to a 12 ft. vaulted ceiling and installed a 9 ft. tray ceiling in the sunroom. The area was painted and new wood flooring was installed. Re-Builders also repaired and installed pecky cypress walls, new lighting, and relocated the TV area seen above the existing brick fireplace.

PHOTO © CHUCK GEE



Re-Builders expanded the Dellinger's entrance foyer 3 ft. by moving the wall that divided the foyer and the living room and by removing the coat closet. They installed a 9½ ft. tray ceiling in the foyer and living room (now the new dining room) to gain ceiling height and enhance the ceiling's appearance. New tile flooring, lighting and wainscoting was installed, along with new paint to complete the project.





# 2015 HGHBA Golf Tournament Legends Golf & Resort in Myrtle Beach



In August, 2015 HGHBA president, Rob Clemons, presented a check to help support the Help 4 Kids - Backpack Buddies Program in Horry County. All of the proceeds from the raffles at the 2015 HGHBA tournament, August 6th, were donated to that cause.





# PORT CITY ELEVATOR, INC. A Premier Accessibility Equipment Provider Serving SC & NC Markets



by Sylvia Trembley

PORT CITY ELEVATOR, INC., a licensed and insured premier full service provider of residential and light commercial accessibility equipment, serves the SC Grand Strand coastal region as well as up to Wilmington, Morehead City, Raleigh & Cary NC markets.



Stair Lifts provide a mobility solution for carrying an individual up and down stairs.

PORT CITY ELEVATOR, INC. President Robert Page and Vice-President Seth Newman, with 20+ years combined experience in the elevator industry, work with architects, general contractors, home owners, designers and property management companies. Partnered with industry leading top North America manufacturers, independent dealer PORT CITY ELEVATOR, INC. provides a broad range of

accessibility products including elevators, dumb waiters, stair lifts and platform lifts.



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Seth Newman, also a Rotarian states “we like to include the principles noted in the Rotary Organization ‘Four-Way Test’ as we build professional trusting relationships in a responsible way with each of our customers”;

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An elevator can assist with many mobility accessibility needs. Here a mother is transporting her child and wagon.

a popular 'aging in place' lifestyle housing trend today is including a stack closet 'universal design' ready to be converted into an elevator option when needed. PORT CITY ELEVATOR, INC. will provide a set of drawings detailing future fit specifications for an elevator application. This adds more

marketable property value with advance preparation for a future elevator shaft.

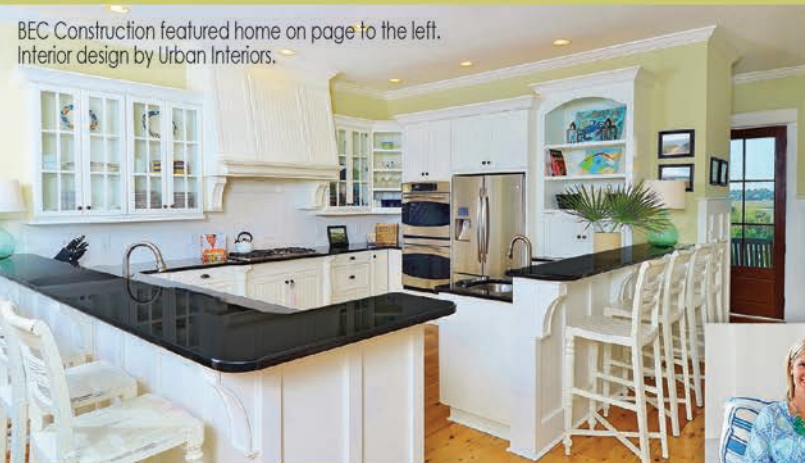
Whether the customer is planning a new home or business, a new school, remodeling a church or desiring to access other floors in a current home or business building, PORT CITY ELEVATOR, INC., can provide the best accessibility solution. From the initial contract throughout the installation process, offering unparalleled service based on integrity, product knowledge and customer satisfaction, "our team guarantees a hands on approach to ensure the customer's goals are met 100% during the design, staging, installation and servicing of the product" states Seth. The PORT CITY ELEVATOR, INC.

professional highly trained team is considered 'best in class' and dedicated to meet each customer's needs with the best products and service in the market.

PORT CITY ELEVATOR, INC. is a member of the HGHBA, Horry Georgetown Home Builders Association; NAHB, National Association of Home Builders, AEMA, Association of Members of the Accessibility Industry; NAEC, National Association of Elevator Contractors; Raleigh NC HBA, Home Builders Association CARE Council, Resource for Ageless Design in Home Construction. For further information, please call (843) 582-4471 or (910) 790-9300. Feel free to visit [www.PortCityElevator.com](http://www.PortCityElevator.com). ■

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Robin Johnson,  
Associate ASID





# Lighting Elements Transform A Living Space Into Seamless Functionality And Style

by Sylvia Trembley

Lighting in a home or business changes the mood of a room just as it does the perceived size of a room. Lighting placement and type are important interior design aspects, working in conjunction with color selections, size of room, availability of natural light and furniture style. GRAND STRAND LIGHTING, a locally owned and operated business, provides a 'one stop' resource for all your interior and exterior lighting needs.

## GRAND STRAND LIGHTING

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GRAND STRAND LIGHTING in Murrells Inlet, SC, serving The Grand Strand and Florence, SC, offers a complete range of lighting solutions for all interior and exterior applications and professional assistance in choosing the right selections for each unique space. Customers are always welcome to visit the showroom to

view lighting choices in every design style ranging from traditional to contemporary. Providing a knowledgeable experience to the customer, GRAND STRAND LIGHTING offers in store lighting labs including under cabinet kitchen lighting as well as bathroom lighting options.

GRAND STRAND LIGHTING is



*Grand Strand Lighting owners, Tyler and Michael Harnish, in their Murrells Inlet showroom, just South of the Garden City Connector on the west side of Bypass 17.*



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family owned and operated by Tyler and Michael Harnish. “We understand the importance of all aspects of lighting in each space and look forward to helping our customers make the right decisions” states Tyler Harnish. Tyler, having earned an educational degree in design as well as experience working in the lighting industry, is passionate about the positive impact lighting can have on a home or business space.

GRAND STRAND LIGHTING offers personalized service to the consumer working with any lighting project, whether big or small, as well as the building contractor with new construction. “We place a priority on superior customer service in working with building contractors” says Tyler. GRAND STRAND LIGHTING offers competitively priced

builder packages including all new construction lighting needs as well as insuring all lighting products and bulbs are labeled in detail and delivered to the job site location on schedule.

With a knowledgeable team to assist each customer with all lighting, ceiling fan and decorative accent needs in a complete range of styles, GRAND STRAND LIGHTING is your ‘one stop’ lighting source. In addition to providing product warranty and guarantees, GRAND STRAND LIGHTING offers installation of the product in remodel projects. ‘Making Your World Brighter’ is the business goal. The staff welcomes you to stop by the showroom at 11826 Highway 17 Bypass in Murrells Inlet. For further information please call (843) 293-7117 or visit [www.GrandStrandLighting.com](http://www.GrandStrandLighting.com). ■



Studies have shown that proper lighting design and usage in model homes for building contractors increase the overall appeal of the home, which in return helps to increase future sales.

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# 2015 Fall Home Improvement & Outdoor Living Show

## MYRTLE BEACH CONVENTION CENTER



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

Exhibitor	Booth #
1st Choice Enclosures	212, 213
5 Star Fence	Feature 5
A Backyard Creation, LLC	716, 717, 804, 805
AAA Blind & Shutter Factory	508
AARP Smart Driver Program	411
ADT Security LLC	808
Affordable Luxury Awnings	123
All About the Yard, LLC	708

Exhibitor	Booth #
AmeriGas Propane	612, 709
ARS / Rescue Rooter	416
Barnaby and Sons, LLC	211, 310
Barr's Barnyard	Market Place
Barrier Reef Pools & Spas	105, 106, 107
Bath Fitter	830, 831
Benjamin's Bakery & Café	Market Place
Best Home & Property Services	319

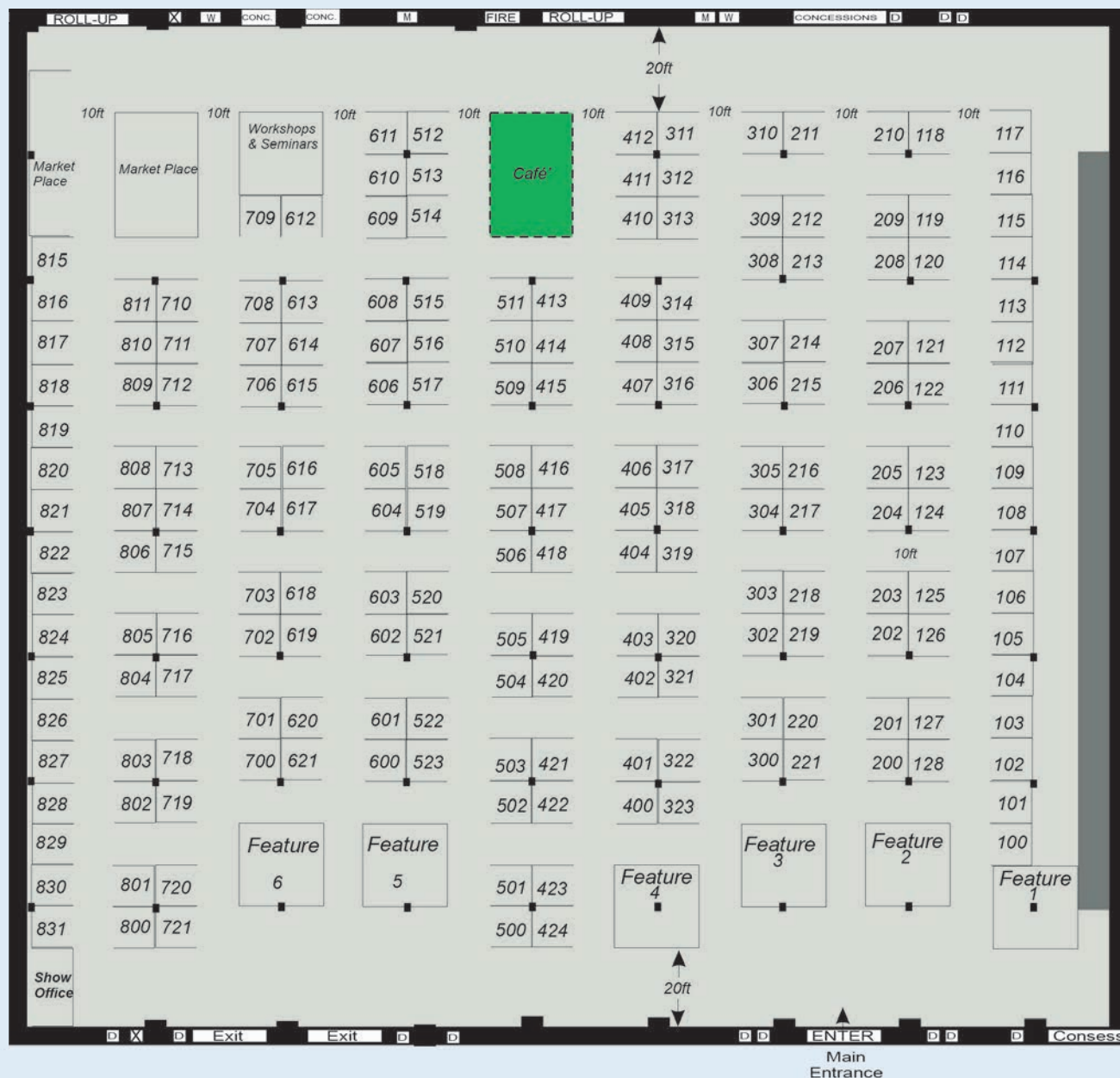
Exhibitor	Booth #
Better Business Bureau of Coastal Carolina	821
Better Homes & Gardens	
Elliott Coastal Living	702
Beyond Clean Decorative Concrete	214
Beyond Clean Grout Cleaning	215
Big Sam's Salad Dressing & Marinade	Market Place
Bluegreen Vacation Unlimited	219

Exhibitor	Booth #
Building Industry Synergy	126
Building Officials Association of Horry & Georgetown Counties	825
C & T Kitchen Remodeling, LLC	603
Carolina Cool, Inc.	517, 606
Carolina Energy Conservation	423, 424
Carolina Gumbaya	Market Place
Carolina Home Exteriors	Feature 1, Booth 100, 101
Carolina Solar Security	110
Carolina Temperature Control	400, 401
Carolina Trust Federal Credit Union	128
Closet Factory	205
Coastal Animal Rescue	713, 714
Coastal Crete Engraving	719
Coastal Transformations	221, 300
Coastal Waccamaw Stormwater Ed Consortium	801
Contract Exteriors LLC	Feature 2
Conway Air Conditioning & Metal Co., Inc.	504, 505
Costco Wholesale	403
Creative Shades	209
CRG Companies, Inc.	306, 307
Curbscapes	121, 122
Cutco Cutlery	417
Dean Custom Air, LLC	620, 621, 700, 701
DLW Farms	613
Ductworks Heating & Cooling Inc.	610
Duraxo Distribution Inc.	521
Easton Industries	522, 523
Easy Radio / WEZV	Café area
EcoView Windows & Doors	720
Elko Spas, Billiards & Pools	217, 304
Enhanced Heating & Air	312
Ethan Allen Design Center	721 & 800
Everstone by Burns	124
Ferg & Sons	829
First Choice Home Remodeling	120, 208
Ford's Propane Gas, Inc.	108, 109
G & D Aquatic and Landscape	419
Goode Fence	520
Gordon's Oriental Rug Cleaning	303
Granite Transformations	321
Grassie Granite & Marble	410
Green Energy Foam Insulation	313
Gutterdome Mid Atlantic	320

Exhibitor	Booth #
Hobcaw Barony, Belle W Baruch Foundation	607
Home Sweet Farm	Market Place
Hospitality Services	308
Hughes & Hughes Nursery	715, 806, 807
Indigo Landscaping & Construction Inc.	203
Jupiter Pies	Market Place
K B Sunspaces	Feature 5
Kelley Bakery	Market Place
Kinetico Advanced Water Systems	402
Kitchen Craft	317, 318
Kitchen Magic of the Lowcountry	507
Lane's Professional Pest Elimination	220, 301
Leaf Filter North of North Carolina	125
Lenox Roofing Solutions	615, 706
Leonard Builders & Truck Accessories	413, 414, 415, 509, 510, 511
Low Country Healthy Living	Market Place
Mill Grove Farms	Market Place
Mister Sparky	404, 405, 406
MJM Custom Builders & Remolding LLC	602
Monarch Roofing	305 (George) 407, 408, 409, 314, 315, 316
More Space Place	309
Myrtle Beach Fire Department	822
Myrtle Beach Window Tint.Com	718
NAHB Student Chapter	828
Northstar Financial Advisors	218
Omar Kingfisher	827
Orkin Pest Control	311
Palmetto Exterminators & Mosquito Control	206
Palmetto Farms	Market Place
Palmetto Paverstones, Inc.	815, 816, 817, 818, 819, 820
Palmettoscapes Landscape Supply LLC	614
Pools & Palms by L & L	114, 115, 116, 117
Pools Plus of the Carolinas	605
Port City Elevator Inc.	422
Power Home Technologies	513
Premier Sound Satellite & Security, LLC	611
Prestige Custom Homes of Myrtle Beach	608
Quality Pools & Spas, Landscaping & Design	Feature 6
Quality Products	803
Quick'n Brite Inc.	601
Re-Builders, Inc.	200

Exhibitor	Booth #
ReBath of Wilmington	618, 619
Rhino Shield	127
Royal Maids, LLC	204
Santee Cooper	322, 323
Season's Art	Market Place
Security Vision	202
Shade & Shutter Expo	616, 617, 704, 705
Slide-Lok Garage Interiors	421, 503
Smith's Concrete Products Inc.	118, 119, 210
Southern Exposure Sunrooms	823
Southern Scapes Landscaping & Garden Center	111, 112, 113
Southlantic Water Systems	518, 519
Streak Free	216
Sunshaders Professional Window Tinting	600
Surfside Chiropractic Center	302
The Countertop Store, Inc.	506, 418
The Flooring Connection LLC	500, 501
The Graham Marketing Group	703
The Louver Shop of Myrtle Beach	826
The Sun News	412
TNT Heating & Air, Inc.	802
Trademark Home Exteriors, LLC	Feature 4
Tri-City Surface Coating Inc.	420
True Blue Nursery	Feature 5
Turner Chiropractic and Rehab	609
Universal Concrete, LLC	102, 103, 104
US Procare NCN Home Repair LLC	207
Vintage Treasures	Market Place
Waccamaw Arts & Crafts Guild	809, 810, 811
Waccamaw Publishers	201
Waterbridge Contractors of the Carolinas LLC	512
Weber & Associates	514
Weitzel's Custom Screen Rooms Inc.	502
Williams Flooring of the Carolinas	712
Window World of Myrtle Beach	Feature 3
Windowz, Inc.	515 & 516
WLSC Tiger Radio/Tiger TV	824
Xtreme Dry Carpet Cleaning	604

### EXHIBITOR LIST / MAP



A HGHBA representative will be at the booth next to the concession area at the back of the show to assist you with any questions regarding the location of an exhibitor or general questions regarding the show. You may also call 843-438-4124 at any time before or during the show to gain assistance.



# Quality Millwork Adds Warmth, Character & Increased Value To Your Home Or Business

by Sylvia Trembley

Design of millwork choices is a significant part of the residential and commercial building process. Along with making a structure unique in style and sentimental value, quality millwork adds financial value to the property investment. Millwork is considered 'permanent furniture'. According to the Wood Molding and Millwork Producers Association 'for every \$2000 invested in molding and millwork, the property owner realizes \$10,000 in increased value'. For you, knowledgeable local building supply professionals, across The Grand Stand, ready to provide best quality millwork solutions: Builders FirstSource; 84 Lumber; PROBuild.

## 84 LUMBER

*'84 Lumber is more than a supplier; they are truly a partner in the success of your business'. Since 1956, 84 Lumber has been a building supply resource for professional home builders. In the last 15 years, the*

residential building segment of the business has grown to more than 85%. Raymond Goodman, Myrtle Beach general manager, states "84 Lumber offers the builder a wide breath of building products along with consistently introducing new products to meet all building needs. Keeping low



84 LUMBER, Myrtle Beach Market Manager,  
Raymond Goodman.

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



operator overhead allows 84 Lumber the opportunity to offer competitive product pricing”.

84 Lumber carries the best product names in the building industry business as well as manufacturing the highest quality component products using the latest technology. 84 Lumber consistently builds business relationships with residential building contractors, commercial contractors and remodelers offering on-site project management, inventory management and turnkey expert installation understanding construction requirements and demands.

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



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

interior doors are available by Therma-Tru, Jeld-Wen and Masonite including designer glass, vented sidelights and blinds between the glass.

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

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



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



## PROBuild

General Manager Tommy Lewis of the Conway, SC PROBuild location has earned 3 + decades of experience in working with all aspects of the building supply business. Tommy is passionate about PROBuild offering the best building product and service resource. “It is about providing personalized service to the builder, contractor and tradesmen to meet the needs of each individual project” states Tommy Lewis.

PROBuild provides qualified well trained staff to assist throughout every building process, with the commitment to offer best building material products in lumber, windows, doors, siding, trim, roofing, insulation and decking.

**PROBuild**  
Mission Statement

ProBuild is the national "supplier of choice" to builders, contractors and project oriented consumers for integrated building material solutions. We are a family of companies with an ever expanding reach of products and services delivered in a market responsive manner. We are professionals dedicated to serving our customers while earning attractive returns for our shareholders.

**ProBuild Goals**

**Our Belief**  
Great companies are built with great people on a foundation of trust and respect in an environment where open honest communication is encouraged and ideas are shared freely.

**Our People**  
Our people will have expertise and passion to do what it takes to ensure our customers success regardless of the size or complexity of the project. Our people will grow in a fun, safe and family work environment where dedication to excellence is acknowledged and rewarded. Our people will be treated fairly and with the same concern, respect and caring attitude within the company that they are expected to share with customers, suppliers and society.

**Our Suppliers**  
We will create value for our suppliers by partnering with them to provide products and services in a consistent and professional manner.

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We will enhance owner value by providing a return on their investment. We are top performers in the industry while conducting business which supports the communities in which we operate.

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General Manager Tommy Lewis of PROBuild located in Conway, SC at 1716 Husted Road.

(Continued on page 28)





PROBuild's Conway, SC lumber yard.

PROBuild believes in providing on-site education and 'hands on' product experience. Providing a comfortable showroom atmosphere, the builder and project-oriented consumer are welcomed into PROBuild Design Center showroom offering a complete display of products to choose from in each building category. Along with the showroom Design Center educational opportunity, PROBuild invites the builder and consumer to attend on location 'GREEN COLLEGE' education. PROBuild is committed to conducting business with



The builder and project oriented consumer are always welcome to visit PROBuild's showroom located at 1716 Husted Rd. in Conway, SC. There will always be a complete display of building products to select from.

environmental awareness and involvement regarding environmental issues affecting the building industry.

With PROBuild offering a broad selection of quality products, the builder has a one-stop resource to meet the needs for each unique construction project. In addition to quality selection, PROBuild guarantees competitive pricing. In August 2015 a business agreement with Builders First Source acquisition of PROBuild was announced, integrating 2 of the nation's largest professional building material suppliers. PROBuild General Manager Tommy Lewis looks forward to the expanded building product and resource benefits made available with 2 leading building supply companies coming together to offer the best manufacturing and building material products in the United States. You are welcome to stop by the PROBuild Conway, SC location at 1716 Husted Rd. For further information, please call (843) 347-3000 or visit [www.ProBuild.com](http://www.ProBuild.com). ■

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## BUILDERS FIRSTSOURCE

(PLEASE SEE THE BACK COVER OF THIS ISSUE FOR MORE INFORMATION ON BUILDERS FIRST SOURCE)

“Builders FirstSource primary focus on new construction creates our defined customer base” states local Market Sales Manager Joe Pezzullo. “Our continued effort and focus placed on the growth of in-house manufactured products inherently allow us to control the quality, timeliness and accuracy of the distribution process, with less reliability on outside vendors to determine our ability to satisfy our customer’s needs”. We currently manufacture our own Floor and Roof Truss, Wall Panels, Interior and Exterior Doors and Box Stairs. Joe states that “Builders FirstSource manufacturing capabilities, coupled with the wide range of products in-stock locally, are second to none in the market, offering as close to a ‘one stop shop’ as there is in the area”.



*Builders FirstSource local market sales manager, Joe Pezzullo.*

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



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

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

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

have been in business in this market”.

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





# Secrets for a High-Quality Sub-floor Installation



The quality of a finished floor installation can be impacted by the caliber of the sub-floor system. Installation mistakes in the sub-floor system may show in the floor installed over it and cause everything from squeaky to uneven floors. Taking a little care and time to properly install the sub-floor system is a lot better than wasting time and money on call backs that eat into your already slim profit margins. Think of it this way: It's cheaper and easier to avoid problems than fix them later.

## Protect and Acclimate Your Panels

During the manufacturing process, OSB panels have a moisture content of 2-3% which will move closer to 7-8% when they leave the mill. Between manufacture and installation, OSB sub-flooring panels will continue to adjust to the ambient moisture of their surroundings. In humid climates or when exposed to rain, the moisture content can be much higher and panels need to dry before any finished flooring is installed.

## Before Installing the Sub-floor Panels

Control moisture by storing OSB panels on site correctly and under cover. Allowing panels to dry properly before installing flooring is critical.

Check the joists are square, level, spaced correctly and that they are not over their design span limits. Ensure they have the correct support blocking if it is required by code.

Joists must be nailed correctly and joist

hangers installed and fastened completely.

## Sub-floor Adhesives

Utilize a zigzag pattern when applying the adhesive to the joists and then lower the sub-flooring panel into place. To increase the strength and rigidity of T&G panels, run a small bead of adhesive into the groove of the sub-floor panels.

Only apply enough adhesive to the joist to install two panels at a time so that the adhesive doesn't dry between the application

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and bonding which can affect its performance. Fully fasten the entire panel before moving on. Coming back later to finish fastening will allow the adhesive to harden, making it almost impossible for the panel to lay flat on the joist and this may result in an uneven floor.

If a hardwood floor is to be installed, the National Wood Flooring Association required sub-flooring panels be glued and fastened to their specifications. Sub-floor adhesives can prevent unevenness, buckling and squeaks. The adhesive should be applied only when weather conditions are right; joists that are wet or dirty may compromise the bonding ability. Check the temperature ranges of the adhesive you are using before you start.

### Panel Spacing is Key

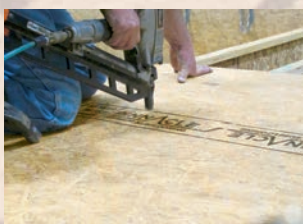
Start with a good sub-flooring panel like Pinnacle from Norbord. This premium sub-flooring offers improved performance, a 100-day no-sand guarantee and a 50-year limited warranty.

Arguably the most important practice for successful installation is the correct spacing of sub-flooring panels. Leave the required 1/8-inch gap between 4' ends to allow for expansion with changes in moisture conditions. A 10d nail is a great space guide.

### Fastener Tips

Follow the manufacturer and designer's instructions on fastener spacing. Generally you want a minimum 6" oc on edges and 12" oc in the field with a fastener 3/8" from panel edges and corners.

Each panel corner must have a nail 3/8" from the corner. This holds the corner down so it can't lift. Nails along the 4-foot edges



must also be 3/8" from the edge. Any more than 3/8" will not hold the panel and the nail will have

missed the support below. When edges and especially corners are not fastened correctly the corner will lift

When nail guns are used, ensure that each nail has hit its mark. If nails have missed the joist below, reattach as appropriate. Find any over- or under-driven nails and refasten.

### Avoid Damage by Dry Wall Carts

When drywall carts are overloaded, they can cause damage to your sub-flooring, especially when the floor is wet. Follow the APA guidelines (which can be found in Table 1 of APA Form No. S350), to get an indication of static load capacities. The general rule is that most sub-flooring panels can withstand a static load of 400 pounds when dry and about 300 when wet.

The standard drywall cart has 2" x 8" wheels which result in a 1/2 sq. inch of contact area per wheel. Most drywall carts have the

capacity to haul 3,000 lbs. or 750 lbs. per wheel. This is in excess of the standard capacities.

For further information regarding Pinnacle OSB sub-flooring panels from Norbord call (919) 523-1619 or visit [www.Norbord.com/na](http://www.Norbord.com/na).



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# SMALL BUSINESS IS 'BIG BUSINESS' Crucial to Economic Success

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

No matter how you look at it, small businesses are a vital part of our local, state and national economy. In fact, it is rather easy to prove the success of our national economy is tied directly to the success of small businesses.

The Small Business Administration (SBA) defines a small business as an independent business having fewer than 500 employees. According to SBA, in 2011, there were more than 28.2 million small businesses in America and 17,700 firms with 500 employees or more.

Small business generated 63 percent of the net new jobs created between 1993 and mid-2013 (or 14.3 million of the 22.9 million net new jobs).

However, 500 employees still seems large to Myrtle Beach Area Chamber of Commerce. MBACC has more than 2,700 members with a little more than 80 percent of the businesses having 25 or fewer employees. In fact, more than half of MBACC member businesses have 10 or fewer employees.



Siegmund Eye Care & Vision Center, a Myrtle Beach small business located at 4278 River Oaks Drive, offering eye exams, contact lenses and designer eye glasses.

In other words, small business is 'BIG BUSINESS' for our nation, more so today than in past years. In South Carolina alone, almost all firms with employees are small. They make up 97 percent of all employers in the state. (Source: Statistics of U.S. Businesses, U.S. Census Bureau) Small businesses in South Carolina continue to be some of the nation's most optimistic, ranking fourth among all states in a survey conducted by Thumbtack, a professional search engine.

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In South Carolina, approximately 31 percent of respondents felt their company's financial situation will be substantially better three months from now, while approximately 54 percent said it would be a little better. Almost 26 percent expected their company's profitability to increase more than 10 percent over the next three months, while approximately 43 percent expected to see an increase of 1 to 10 percent.



Small businesses are the engines of our economy. An example is Pee Dee Bicycle Company, a local Trek and Electra dealer, located at 515 US Hwy. 501, Suite E in Myrtle Beach.

*"We are delighted to see this positive sentiment amongst small businesses is being felt not only here in the Myrtle Beach area, but across the entire state of South Carolina," said Brad Dean, president and CEO of Myrtle Beach Area Chamber of Commerce. "Small businesses represent 80 percent of all of our chamber members, and they are without a doubt the driving force of our local economy. It is important we continue to promote, protect and improve the small business climate not only along the Grand Strand, but across the entire state, so that our economic backbone remains strong."*

Small business is an important part of our economic future, and Myrtle Beach Area Chamber of Commerce is committed to helping these businesses along the Grand Strand survive

and flourish. Our goal is to promote the interests of small businesses by providing programs and services that encourage professional development and help small businesses thrive.

The chamber's Small Business Council serves as the voice of small business and acts as an advocate and resource for small business members. Some of the initiatives of the Small Business Council include the Small Business Resource Center, an area on MyrtleBeachAreaChamber.com that helps businesses run more efficiently by gaining access to resources such as discounted office supplies through Office Depot/OfficeMax or exclusive health care products through BlueCross BlueShield of South Carolina. Plus the Small Business Resource Center includes links to chamber partners, including the U.S. Chamber, S.C. Chamber, Coastal Carolina University's Small Business Development Center, Grand Strand SCORE and Myrtle Beach Regional Economic Development.

The council also created the "Guide to Going Into Business," a comprehensive, step-by-step guide for those interested in starting a business in the Grand Strand. The guide, which is located in the Small Business Resource Center, includes city maps and information on tax liabilities, business licenses and permits.

In addition, the Small Business Council, along with the chamber's Membership Committee, recently recommended changes to MBACC's Job Connection and Business Interruption Planning websites that make these pages more user-friendly and highly beneficial for not only chamber members but the local community.

By taking advantage of numerous opportunities offered by Myrtle Beach Area

Chamber of Commerce, small businesses can greatly improve their visibility throughout the community – free brochure distribution at the chamber's visitor centers, free business listings in the online Business Directory at MyrtleBeachAreaChamber.com, free business referrals through our call center and access to more than 150 networking events where small business owners meet potential customers and decision-makers face-to-face.

*"Recognizing the role small businesses play in supporting our economy, the chamber is continuously taking steps to help our small businesses grow and succeed," noted Small Business Council Chairman Todd Setzer, A&I Fire & Water Restoration. "Myrtle Beach Area Chamber is always looking at ways to help small businesses achieve their goals."*

For more information on how MBACC helps small businesses, visit MyrtleBeachAreaChamber.com, and for more information on small business statistics, visit SBA.gov.

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, visit us online at [www.MyrtleBeachAreaChamber.com](http://www.MyrtleBeachAreaChamber.com), or stop by our main office at 1200 N. Oak St., Myrtle Beach, South Carolina 29577. ■



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Date	Opponent
Sep. 5	Wofford
Sep. 12	Appalachian State
Sep. 17	* at Louisville
Sep. 26	<b>OPEN DATE</b>
Oct. 3	Notre Dame
Oct. 10	* Georgia Tech
Oct. 17	* Boston College
Oct. 24	* at Miami
Oct. 31	* at NC State
Nov. 7	* Florida State
Nov. 14	* at Syracuse
Nov. 21	* Wake Forest
Nov. 28	at South Carolina
Dec. 5	ACC Championship (Charlotte BOA Stadium)

\*ACC Conference Game  
Note Home Games in BOLD

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



Date	Opponent
Sep. 5	at Furman
Sep. 12	at SC State
Sep. 19	Western Illinois
Sep. 26	Bryant
Oct. 3	Alabama A&M
Oct. 10	* Presbyterian
Oct. 17	<b>OPEN DATE</b>
Oct. 24	* at Monmouth
Oct. 31	* at CSU
Nov. 7	* Gardner-Webb
Nov. 14	* Kennesaw State
Nov. 21	* at Liberty

\*Big South Conference Game  
Note Home Games in BOLD

**HEAD COACH JOE MOGLIA**  
[www.gococcusports.com](http://www.gococcusports.com)



Date	Opponent
Sep. 3	North Carolina (Charlotte BOA Stadium)
Sep. 12	* Kentucky
Sep. 19	* at Georgia
Sep. 26	<b>UCF</b>
Oct. 3	* at Missouri
Oct. 10	* LSU
Oct. 17	* Vanderbilt
Oct. 24	<b>OPEN DATE</b>
Oct. 31	* at Texas A&M
Nov. 7	* at Tennessee
Nov. 14	* Florida
Nov. 21	The Citadel
Nov. 28	Clemson
Dec. 5	SEC Championship (Atlanta Georgia Dome)

\*SEC Conference Game  
Note Home Games in BOLD

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- Marketing to the Building Industry

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Material Close: October 16, 2015

#### SPRING HOME SHOW 2016

- 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

#### JULY-AUGUST 2016

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

Space Reservation: June 8, 2016

Material Close: June 15, 2016

#### FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW 2016

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

Space Reservation: August 12, 2016

Material Close: August 19, 2016

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Each issue is direct mailed to target audience and  
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# Carolina Southern Railroad Restored In Horry County

## RAIL CARS EXPECTED TO BE MOVING AGAIN IN 2016

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

The superior business climate of Horry County continues to improve with the efforts of area partners to restore the Carolina Southern Railroad service. This will provide an additional method of transportation for businesses to connect with other cities and states. Out of service since 2011, this 80-mile railroad extends from Mullins, SC to Whiteville, NC and to Conway SC. With restored railroad service, the economic conditions of Horry County will be even better.

- Reduce Industrial Transportation Costs
- Decrease Major Highway Congestion From Commercial Trucks
- Create High-Paying Jobs

There is a lot of work to be done in restoring the railroad to provide safe conditions for full-time use. R.J.



80 Mile Railroad Track Extends From Mullins to Whiteville and To Conway. *Photo By Steve Jessmore, MyrtleBeachOnLine.com*

Corman Railroad Group hopes to get the rail cars moving again within six months. This Kentucky based company plans to invest millions of dollars into the repair of the lines. Already working with representatives from the Myrtle Beach Regional Economic Development Corporation (MBREDC) and county officials, R.J. Corman is marketing the area to manufacturers who would benefit from being close to a rail line. Existing companies in Horry County would also benefit, as they can save fuel and maintenance costs by using the railroad.

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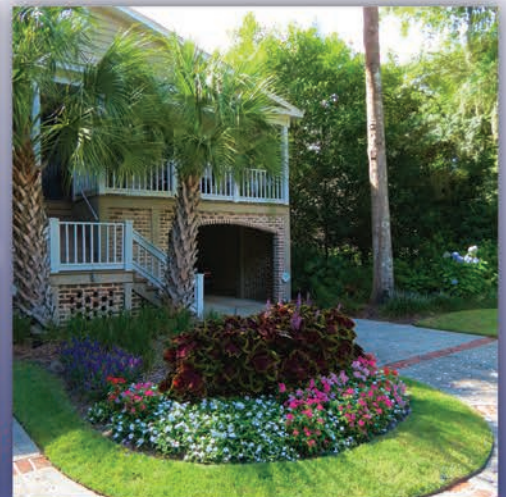
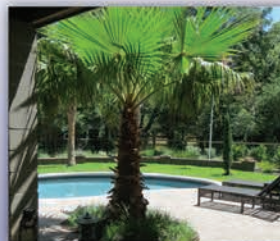
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“Our goal is to help companies create new opportunities to grow their business” states Bill Henderson, R.J. Corman Vice President of Sales & Marketing. “We think working with these companies and working with the Myrtle Beach economic development group will help attract jobs to the area. Rail is experiencing a resurgence. We believe it can be one of the premier rail lines in the country”!

R.J. Corman currently operates 10 other short lines railroads and employs more than 1,600 people in 23 states. R.J. Corman will be looking for employees with rail experience, along with also offering a training program for those without experience. This opportunity will create more jobs for skilled groups of workers in Horry County.

Brad Dean, President and CEO of the Myrtle Beach Area Chamber of Commerce along with MBREDC Board Members, called the acquisition “A VERY SIGNIFICANT DEVELOPMENT THAT OFFERS TREMENDOUS POTENTIAL FOR THE GRAND STRAND.”

The immediate impact will be more jobs, less traffic, and lower costs for existing business. The railroad will also yield long-term economic development initiatives. R.J. Corman Economic development is possible because of the determination of area partners and R.J. Corman. Productivity in the area will undoubtedly increase. New businesses will have even more incentive to come to the Myrtle Beach area to plant roots, grow, thrive, and prosper.

To find out more about workforce development training and economic development efforts in Horry County, contact Morgan Dendy at [mdendy@mbredc.org](mailto: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](http://www.mbredc.org). ■



Rail Cars Being Restored. Photo By Steve Jessmore, MyrtleBeachOnLine.com



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*Photography by Pat Donahue*

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# BUILDING YOUR TEAM They've Gotta Have Heart

Denise Blackburn-Gay, APR  
*President & CEO of Marketing Strategies, Advertising & Public Relations*

Although you may not remember the 1950's musical hit, the Damn Yankees, chances are you remember one of its most famous songs, "You Gotta Have Heart".

When the Washington Senators, an unsuccessful baseball team, had completed yet another unimpressive practice session, the team's manager, Ben Van Buren, encouraged his players to keep their chin up and keep trying to win against the formidable New York Yankees. While his team had talent, they needed what Van Buren called one essential ingredient for success: "Heart". In a rousing performance, Van Buren (actually Tony-award winner, Russ Brown) inspired his players with these words:

*You gotta have heart  
All you really need is heart  
When the odds are saying you'll never win  
That's when the grin should start...*

While I am familiar with the lyrics, I have to admit I have never thought much about their meaning. Heart? It's a vital organ essential to life. Or, in decades past and with alternate spelling, it was a popular rock band of the 70's and early 80's. Yes, I remember them well!



I had never thought about the meaning of the word 'heart', however, until my recent trip to Alaska.

Like all who visit, I was awed by the natural wonder and breathtaking beauty of this vast state. What I found most gripping, however, was the 'heart' of everyone I met. From the Native Americans in Kake who proudly explained their heritage, to Petersburg's Norwegians who are working diligently to keep their culture alive, it was evident that these people had 'heart'. They not only wanted to succeed, but they were working hard to do so. They realized that their ultimate success lay in their own hands.

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Perhaps there was no greater exhibit of 'heart' than that of a young woman dog trainer who had run, and completed the Iditarod. Often referred to as the 'last great race on Earth', the Iditarod is an annual long-distance sled dog race run from Anchorage to Nome. This year, because of the weather, the race initiated in Fairbanks - the site of her training facilities and the location where I was fortunate enough to meet both her and her team.

Now if any of you have seen the great Alaskan movies where sled dogs are king



you know that these dogs are beautiful and nearly perfect with their well-groomed coat, big blue eyes and impressive size and weight. What I saw amazed me. Her team - her winning team - was composed of dogs of varied size, color, and stature with long legs, lean bodies and scraggly tails. No two dogs were alike.

It was what she said that really hit home. When asked about their variety and their lean look, she explained that every dog was different. She explained that what she looked for was not a beautiful dog, or a dog that fit the image that everyone has come to expect. What she looks for is a dog that has 'heart': a dog that is eager to win; that pushes itself during training to achieve that competence; that works not independently but as a team. A dog that trusts its trainer and knows that the trainer will never lead the dog astray. A dog that will finish the race and look forward to its next challenge.

How many times as we are building our team of employees do we look for people that fit the mold - a mold that we have come to associate with success? Perhaps we should use the dog trainer as an example.



Build your team around unique individuals that fit the organization not with a particular physical characteristic but with shared values. Lead with inspiring vision harnessing the power of diversity and building synergies that make your team more productive as a unit.

And remember, the only way team members will fulfill your dream is to share the dream. ***They've gotta have heart....***

*Marketing Strategies, Inc. is a full-service marketing and PR firm offering an integrated approach to marketing, advertising, public relations, and interactive and social media. Recognized nationwide for their award-winning print and digital campaigns and successful Public Relations strategies, they have twice received the nation's most prestigious public relations award, the Herbruck-Fritsche Award. In addition, they have been honored as "One of the Southeast's Ten Most Reliable Web Design Firms" for five consecutive years. For more information on Marketing Strategies, Inc. visit them online at [www.marketingstrategiesinc.com](http://www.marketingstrategiesinc.com) or call (843) 692-9662. ■*



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# Synching History

## Low Country Porch Evolution

by Becky Billingsley

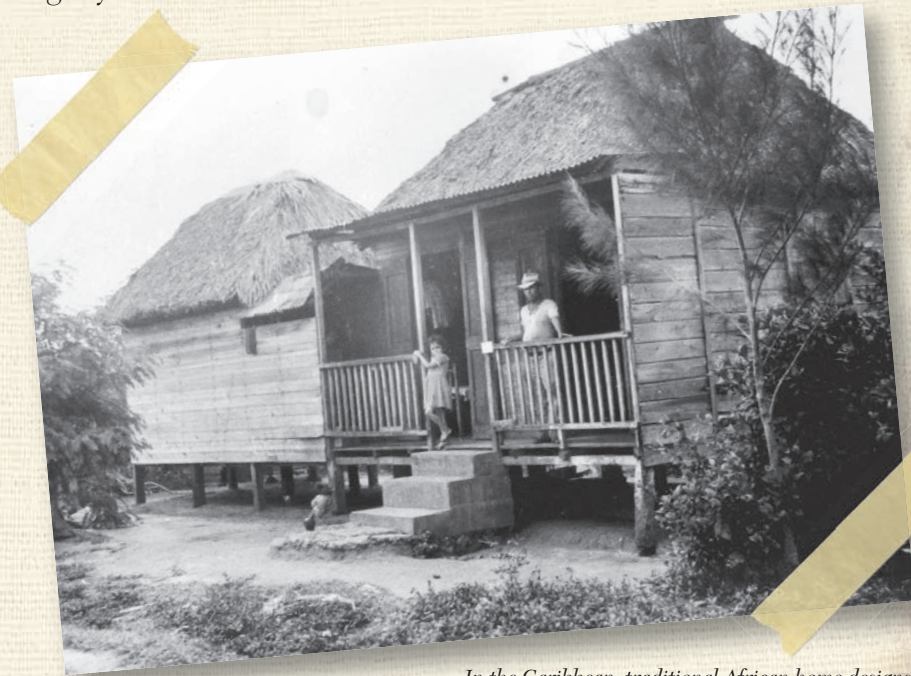
The world's first front porch was likely a rock overhang in front of a cave where someone could step outside during rainy weather and get a little fresh air. But for southern Americans, a front porch is all about staying cool and being sociable. They're sort of a low-tech version of social media.

Historians, archaeologists and preservationists take great interest in learning how global home construction evolved through the centuries, and often their focus is on a specific aspect, such as where porches originated. The evolution of the Lowcountry porch has many sources.

Although the word porch has Latin roots from "porticus" and Greek derivation from "portico," in ancient times it referred more to an entryway than what we think of as a front porch. By the Middle Ages Italians in warm southern climates had shady loggias and piazzas, but, according to Renee and Ellen Meagher Kahn in "Preserving Porches," homes in Northern Europe rarely had porches.

When thousands of French Huguenots and British citizens immigrated to the United States in the 17th and 18th centuries, many settled along the South Carolina coast. Several of their surnames are deep-rooted in our history, such as Vereen, Marion, Horry, Pinckney, Cooper and Alston.

Some of those colonists decided to become rice farmers. Their first attempts at growing the grain were not especially successful, because they tried



*In the Caribbean, traditional African home designs merged with French and British construction methods. **National Park Service.***

conventional crop-growing methods. Then they learned that the rivers and creeks around the Georgetown and Charleston areas could be harnessed to use the tidal flow method (sometimes called the tidal swamp or the paddy method) of rice cultivation, where the fields are flooded with river water at critical points in the growing season. Another area of the world where the tidal flow method of rice cultivation was used was West Africa, so slaves from West Africa became highly desirable to rice plantation owners.

Simple shade overhangs are evident in early West African architecture, where the climate is similar to that found in coastal South Carolina. The traditional dwellings of the Yoruba people in what is now Nigeria have a "shotgun" design, where they were one room wide but two or three rooms deep, so a gun shot through the front door would go all the

way through the house to the back door without hitting anything. Yoruba houses were often connected side-by-side, similar to present-day row houses, in an outer ring that faced a central courtyard. Each of the small houses had an overhang in the front where inhabitants could rest or work, but at the same time they could be sociable with their neighbors who might be in the shade of their own overhangs or in the shared courtyard.

In Sierra Leone, also in West Africa, open-air structures with thatched roofs were placed centrally in villages for families to share as shaded community gathering spots. In many parts of West Africa, traditional dwellings are round with mud walls and thatch roofs, and often use post-in-ground, or poteaux-en-terre, construction.

A huge number of the more than 10 million African slaves transported to

(Continued on page 42)





The evolution of Low Country style housing in Georgetown County eventually saw thatched roofs replaced with tin shingles. **Francis Benjamin Johnston, Library of Congress Prints and Photographs Division.**

America were first taken to the Caribbean, where French Colonial architecture (like is typical in New Orleans) featured French doors opening onto a narrow second-story porch, or galley, in order to catch cool sea breezes. Many French Colonial buildings also had post-in-ground construction.

In this Caribbean plantation culture,

West African shotgun-style thatched dwellings were merged with the French Colonial practice of rectangular structures with front porches. The little thatch cabins, called bohios and cailles, often had porches and contributed a strong influence in colonial Carolina coastal architecture.

In the earliest years of American slavery their housing "...seems to have been designed and built by slaves who used African styles and techniques," archaeologist James L. Michie wrote in "Richmond Hill Plantation 1810-1868: The Discovery of Antebellum Life on a Waccamaw Rice Plantation." "Especially prevalent were small circular houses with dirt floors. The walls were often made from wattle and daub (sticks and mud) and the steeply pitched roofs were made from thatch."

The appearance and size of slave quarters varied and changed over the years – thatch construction gave way to

logs or wood boards, and porches were not always included. In some cases, such as at Hobcaw Barony's Friendfield Village, porches were added to the cabins "At about the beginning of the 20th century..." Michie said.

While French Colonial architecture makes sense in the Lowcountry climate, it was melded with West African and

(Continued on page 20)



Beneventum Plantation near Georgetown combines architectural styles for what was called "Southern Colonial". **Charles N. Bayless, Historic American Building Survey, Library of Congress Prints and Photographs Division.**

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*This house at Mansfield Plantation near Georgetown has French Colonial flair. Frances Benjamin Johnston, Library of Congress Prints and Photographs Division.*

other styles to create something unique to coastal Carolina called the Lowcountry Style house. The circa 1756 Beneventum plantation house, near Georgetown, combines colonial, Georgian and Greek Revival elements for a style referred to in its National Historic Register

documentation as “Southern Colonial.”

Greek Revival, with its impressive columns and showy front porches, and Gothic Revival with its large front porches used as open-air sitting rooms with decorative lattices, cornices, posts and rails, were both increasingly popular in American construction after 1800.

By 1900 several more middle-class home styles emerged, and almost all had porches. The Queen Anne Style had wraparound porches, and the Shingle Style and Craftsman Bungalows had porches that were simple in form but provided deep shade and a great vantage point for interacting with neighbors. In simpler days when more people spent

time in their yards, porches were socializing hot spots.

While many modern home styles have eliminated front porches, the Lowcountry Style of home with its raised first floor, reminiscent of post-in-ground construction, and deep porches that sometimes wrap around up to three sides of the dwellings remains extremely popular. Cross-ventilation is tremendously important for South Carolina homeowners, and the Lowcountry style draws upon many style elements to create dwellings that are wider than they are deep, so breezes can easily flow.

It’s easy to see the French colonial and British roots, West African and Caribbean influences, and then later modifications for South Carolina weather, that prevented Lowcountry porches from ever going out of style.

*Longtime local journalist Becky Billingsley writes about history and other interesting topics at [beckybillingsley.com](http://beckybillingsley.com). ■*

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# The Better Business Bureau Informs The Consumer Hire A Licensed Contractor Professional

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

The Better Business Bureau has launched a new website page to assist homeowners with home improvement projects. BBB'S HOME IMPROVEMENT CENTER provides resources for hiring a trustworthy contractor; helpful home improvement tips; scams to watch out for; home improvement loans and grants; information on contractor licenses and insurance requirements.



Home remodeling can be an overwhelming process for consumers, from starting a new project to choosing a trustworthy contractor.

Let Better Business Bureau® help make the process easier for you and your family.



*Better Business Bureau Coastal Carolina –  
View HOME IMPROVEMENT CENTER page  
on [www.coastalcarolina.bbb.org](http://www.coastalcarolina.bbb.org).*

In the past year, consumers have inquired about contractors with BBB over half a million times; however, consumers have also filed over 560 complaints in the last year regarding the same industry. The BBB HOME IMPROVEMENT CENTER is also a great resource for businesses as well. It is a place that businesses can learn why consumers have become very insecure when it comes to hiring a contractor. BBB feels that keeping consumers informed on what the current scams are will help them avoid receiving less than desired results.

## Home Improvement Scams

The following are a few red flags consumers are being told to stay away from:

- **“I’ll need full payment up front.”**  
This is the most common type of home improvement scam. The contractor will tell you he needs the cash up front in order to purchase materials or rent equipment. Once you’ve paid him, he will disappear, do subpar work, or not finish the project at all.
- **“That wasn’t in the contract.”**  
When you first meet with the contractor, you will discuss the project and your desired outcome. But if you



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don't get every detail in writing, and included in the contract, he may not be held accountable for them. When you confront him, he will tell you those features will be an additional cost or they won't be completed at all.

- **“No permit necessary here”**

This is a big red flag! A building permit is required for most construction and remodeling projects to ensure the work will be done to code. Any reputable contractor will get all necessary permits for the job and won't try to persuade you to do it yourself.

- **“I didn't expect this problem.”**

Your contractor tells you the agreed-upon price has gone up due to unforeseen circumstances. Suddenly there are structural or electrical issues and the contractor will find excuses to increase the cost. If you don't trust his word, it is always a safe bet to get a second opinion.

- **“I've got extra materials.”**

If you come across a contractor going door-to-door selling his services and telling you he's got extra materials, it is usually a red flag! If you accept his offer to 'redo your driveway', you may end up with a low quality pavement that will start to crack within a year.

Homeowners can also check out [Porch.com](http://Porch.com), another free resource that offers information on more than a million home professionals. [Porch.com](http://Porch.com) is the first website in the home services industry to integrate BBB's trusted data of BBB Business Reviews and ratings on BBB Accredited Businesses.



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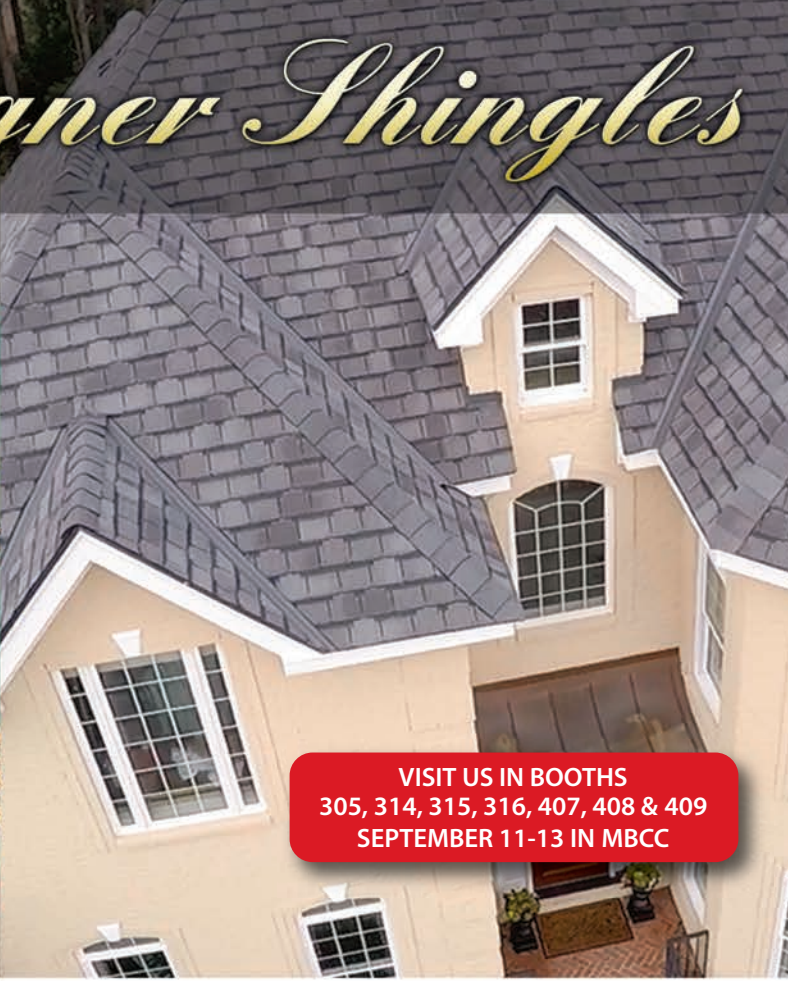
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