

BUILDING INDUSTRY SYNERGY

www.BUILDINGINDUSTRYSYNERGY.com



2015 HGHA Home Show
The MBCC February 20th - 22nd
www.MBHomeShow.com

- HGHA Home Show Exhibitor Map
- Show Seminars & Workshops Schedule
- Financial: Lending – Small Business
- Sitework: Brick – Concrete – Paving
- Sunrooms & Enclosures
- Local Building Suppliers
- MBREDC:
New President & CEO

View On-Line Digital Issues & Building Industry Resource Guide



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South Carolina | Grand Strand | 2015 Home Show

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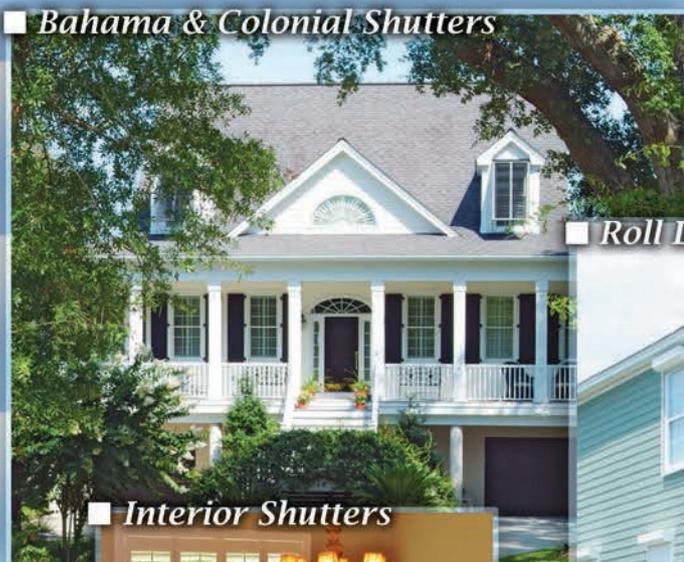


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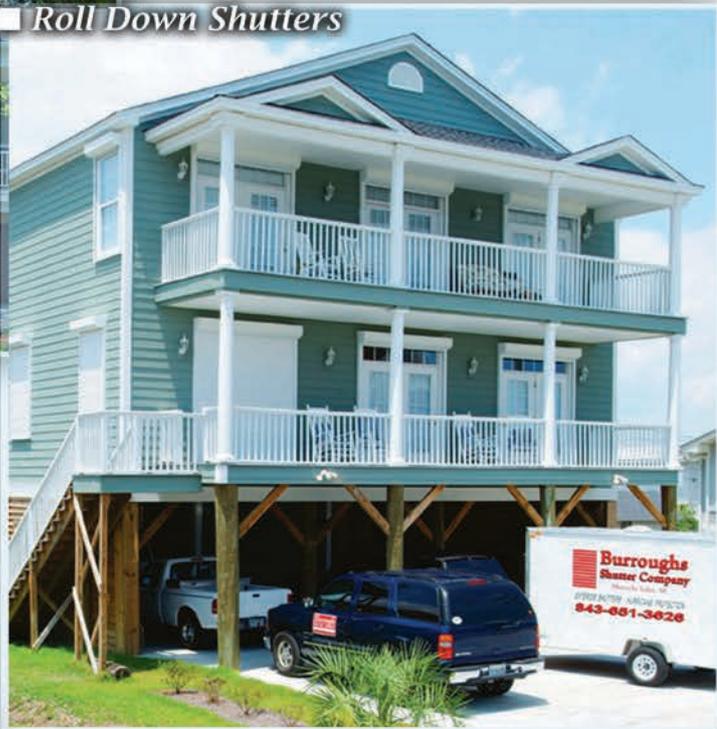
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2015 Horry Georgetown Home Builders Association Home Show

by Rob Clemons

Welcome to the 35th Annual Home Show presented by the HGHBA. If you are thinking about buying a home, making improvements to your existing home, or are just looking for great ideas – you’ve come to the right place!

This show has something for everyone as you visit over 200 exhibitors showcasing their products and services. This is the perfect opportunity to research many different high quality companies and products in an exciting atmosphere over a short period of time. Whether you have a specific project in mind or are just looking for ideas, this show has something of interest for everyone. 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.

Another of our popular show attractions are the informative workshops, seminars and special events. Our seminars and workshops lineup includes industry experts giving advice such as gardening tips, interior design ideas, cooking tutorials, and a program on how to make your own household products. Sample some food, learn new things & ask questions. At 1 p.m. on Friday, local author and TV personality, Diane DeVaughn Stokes will be signing copies of her new book, “Floating On Air...A Broadcasting Love Affair.” Check out the show schedule on pages 6 & 7 of this publication for a full list of the seminar topics and times.

Finally, there are several great exhibits by our local, non-profit neighbors. Coastal Animal Rescue is hosting a Silent Auction including pet and home products with all proceeds from the auction going to the care of homeless animals. They will also have some cute, furry friends at the show that are looking for a good home. The Waccamaw Arts and

Crafts Guild has a display area with many amazing paintings and crafts by talented members of our community. The HGHBA is committed to supporting charitable local groups to help make our community a better

and stronger place. We look forward to seeing you at the show!

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

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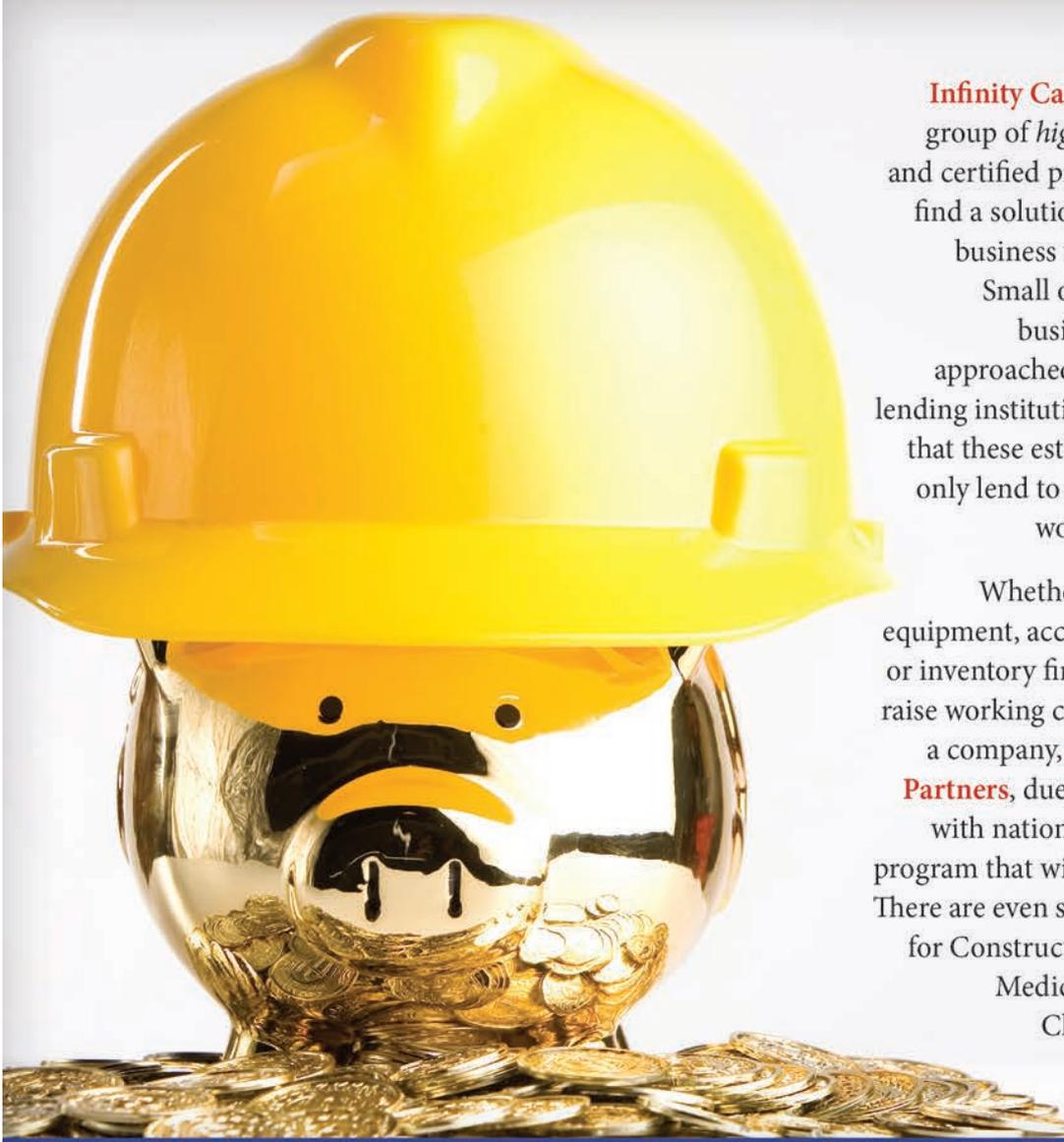


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Visit us in Booth #209 February 20th - 22nd in the MBCC

2015 Home Show SEMINARS,



FRIDAY FEBRUARY 20

11:00am VEGETABLE GARDENING

Home Vegetable gardening has become a popular resource for many gardeners to not only enhance a landscape but to also provide the family with healthy, nutritious, fresh produce.

Presented by Gary Forrester,
Clemson Extension

12:00pm DREAMING THE DREAM

Ethan Allen dressed the HGTV Dream Home 2015 – See how they brought the Dream to Life!

Presented by Ethan Allen Interiors

SATURDAY FEBRUARY 21

11:00am LAWN CARE

Caring for a lawn in the Carolinas can be quite a challenge. This workshop will outline the proper management techniques needed to provide you with an environmentally safe, attractive lawn.

Presented by Gary Forrester,
Clemson Extension

12:00pm DREAMING THE DREAM

Ethan Allen dressed the HGTV Dream Home 2015 – See how they brought the Dream to Life

Presented by Ethan Allen Interiors

1:00pm COOKING UP SOUL FOOD

Learn the secrets to cooking soul food.

Presented by Chef Mike Chestnut,
Big Mike's Soul Food

2:00pm BACK TO BASICS

Make your own, all natural, organic, biodegradable, household products.

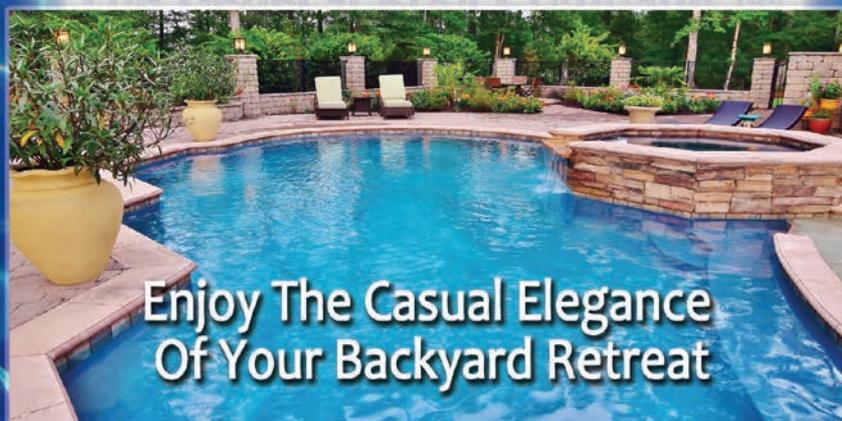
Presented by Amber Bradshaw,
Low Country Healthy Living

3:00pm CONTAINER GARDENING

Learn the techniques needed to grow a variety of plants in containers from vegetables to flowering plants.

Presented by Gary Forrester,
Clemson Extension

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WORKSHOPS & SPECIAL EVENTS

1:00pm

**LOCAL AUTHOR
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(new title, same great personality) will be available to sell and autograph copies of her book, "Floating On Air . . . A Broadcasting Love Affair", featuring four decades of TV and Radio stories that will make you laugh, while others will touch your heart.

2:00pm

HOME CANNING BASICS & ESSENTIALS

Learn the basics to home canning using a water bath canner or pressure canner. Presented by *Samantha Chadwick McDowell, Clemson Extension Service*

3:00pm

MAKING FRUIT PRESERVES

Learn the basics of making fruit preserves. Presented by *Samantha Chadwick McDowell, Clemson Extension*



SUNDAY FEBRUARY 22

12:00pm

CULINARY DEMONSTRATION

Presented by *Kim Hardee, Dilly Beans*

1:00pm

DREAMING THE DREAM

Ethan Allen dressed the HGTV Dream Home 2015 – See how they brought the Dream to Life! Presented by *Ethan Allen Interiors*

2:00pm

CAMELLIAS AT HOBCAW BARONY

Presented by *Patricia Mishoe, Horticulturist, and Hobcaw Barony*

3:00pm

CUP CAKES AND MORE

Presented by *Greg Smith and Terri Bedell, The Trestle Bakery-Café*



If you have a question about any of the scheduled events please see a HGHBA representative in the booth next to the concessions area in the back of the show or call (843) 438-4124 any time before or during the show.

Visit us in
Booth #404
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20th-22nd
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List of Companies in the On-Line Building Industry Resource Guide

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Calling The Grand Strand Home: ThinkMyrtleBeach.com

Myrtle Beach is iconic for more than 16 million vacationers each year who enjoy the soft white sand beaches, championship golf courses, and amazing array of activities.

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The Components of Site Work Across the Grand Strand

Before the building begins, architects, developers, builders and other industry professionals are making important decisions that will determine the success or failure of their projects.

PAGE 17

BBB – Helping to Make YOUR Business Better!

PAGE 20

Two of the Grand Strand's Finest Sunroom and Screen Room Enclosure Companies in This Industry

Whether a heated and cooled four-season room, or a customized screen porch for bug-free sweet tea sipping pleasure, the addition of a sunroom or screen room adds living space and comfort to your home.

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MBREDC President & CEO – Jim Moore

On January 1, 2015 Jim Moore began his role as the new President & CEO of Myrtle Beach Regional Economic Development Corporation. Officials from MBREDC announced their decision to hire Moore in December 2014, after several months of vetting qualified candidates.

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2015 Home Show Exhibitor List & Map

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A Tradition of Quality Built on Strength and Integrity

Holding firm to his goal of providing outstanding experiences while building superior homes and commercial buildings, Berry Coggeshall built a tradition of excellence at BEC Construction, Inc.

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Infinity Capital Partners Offer An Alternative To Traditional Lending & Equipment Financing To Small Businesses In The Local Building Industry

Contractors and subcontractors in the building industry need financing, but since the 2008 economic fallout, it has gotten tougher to meet banks' credit guidelines.

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Synching History – Weathering Coastal Chills

In the Grand Strand area we endure only about 40 days per year when the temperature dips below freezing, so homes snug with plenty of insulation against chilly weather weren't common 60 or more years ago.

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Premium Building Suppliers Across The Grand Strand

Builders appreciate local building supply companies that offer much more than what has traditionally been expected.

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5 in '15

Five Tips for Ensuring Your Trade Show Success in 2015

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

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on the cover

The construction of the Mazingo home was Beck Coggeshall's first large project with BEC Construction and the homeowners could not have been more pleased when the construction was complete. The heart pine floors, tabby fireplace surround and exposed beams in the arched ceilings really give the home a Low Country theme. The Mazingos will surely remain long term friends with Berry and Beck Coggeshall.

COVER PHOTO © CHUCK GEE



2015 Calendar of EVENTS

FEBRUARY

20-22 2015 Spring Home Show in MBCC

MARCH

17 General Membership Luncheon in Rioz

APRIL

9 Spring Clay Tournament – Backwoods Quail Club in Georgetown

14 HBA of SC Bird Supper

14 HBA of SC Board Meeting

21 HGHBA Board of Directors Meeting

MAY

13 HBA of SC Executive Board Meeting

19 General Membership Luncheon in Rioz

JUNE

2-6 NAHB Legislative Conference

16 General Membership Luncheon in Rioz

JULY

15 HBA of SC Executive Board Meeting

21-24 NAHB Leadership Seminar

AUGUST

TBD Golf Tournament / Cook Out

11 HGHBA Board of Directors Meeting

SEPTEMBER

11 HBA of SC Fifth District Meeting – Myrtle Beach Convention Center

11-13 2015 Fall Home Improvement & Outdoor Living Show in MBCC

18-20 2015 New Home Parade (Weekend 1)

25-27 2015 New Home Parade (Weekend 2)

28-29 NAHB Fall Board Meeting

OCTOBER

20 General Membership Luncheon in Rioz

NOVEMBER

12 Fall Clay Tournament – Backwoods Quail Club in Georgetown

17 General Membership Luncheon in Rioz

TBD HBA of SC Legislative, Leadership Training & Board Meeting

DECEMBER

15 HGHBA Board of Directors Meeting

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



The 2015 HGHBA Board member inductees at the General Membership Meeting in Rioz, January 20th. From left to right : Ralph Bussey with Excalibur Construction, Raymond Goodman with 84 Lumber, Tommy Lewis with ProBuild, Susan Morich with Susan Morich Insurance & Consulting, Kendall Elvis with Palmetto Chevrolet, J.R. Abernathy with Dynamic Construction, Kelly Jones with KELPRO, Lawrence Langdale with Brook Construction, John Caprio with DR Horton and Berkley White with Classic Homes.

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- Brady Glass Solutions
- Longley Supply Company
- EP Tile & Marble, LLC

BUILDING CONTRACTOR – CUSTOM HOME

- CRG Companies
- Excalibur Construction
- MJM Custom Building & Remodeling
- Classic Homes
- Prestige Custom Homes
- Certified Master Builders of SC
- BEC Construction

BUILDING SUPPLY

- 84 Lumber
- Builders First Source
- Pro Build

CONSTRUCTION CLEAN

- Beyond Clean – Tile Cleaning & Restoration
- Envirocom Solutions, LLC

COUNTERTOP

- EP Tile & Marble, LLC
- Easton Industries

ELECTRICAL SUPPLY

- Longley Supply Company

EXTERIOR PRODUCT

- Contract Exteriors

FINANCIAL – BUSINESS LOAN / FINANCE

- Infinity Capital Partners LLC

FLOOR COVERING

- The Flooring Depot Design Center
- J & S Flooring
- Young Interiors Flooring Center

FUEL PROVIDER

- Ford's Fuel & Propane

GLASS/WINDOW/MIRROR

- Brady Glass Solutions

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- Envirocom Solutions, LLC
- Southlantic Water Systems

HEATING & COOLING

- Carolina Cool
- Swift Services
- Longley Supply Company

HOME AUTOMATION – THEATER

- Security Vision

HURRICANE PROTECTION

- Burroughs Shutter Company

INSPECTION – MOLD / MILDEW / ASBESTOS

- Envirocom Solutions, LLC

INTERIOR DESIGN / DÉCOR

- Urban Interiors, Inc.

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- Easton Industries
- Longley Supply Company
- EP Tile & Marble, LLC
- Ford's Fuel & Propane
- Carolina Home Exteriors
- The General Pool Company
- Indigo Landscaping & Construction

LANDSCAPE ARCHITECT – DESIGN – INSTALLATION

- Indigo Landscaping & Construction

LANDSCAPE DESIGN & INSTALLATION

- Indigo Landscaping & Construction
- Quality Pools & Spas/Landscaping & Design

LIGHTING

- Grand Strand Lighting

MARKETING / GRAPHIC DESIGN / PR

- Marketing Strategies
- McDuffie Advertising

OUTDOOR LIVING SPACE

- Ford's Fuel & Propane
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- Beyond Clean
- EP Tile & Marble, LLC
- Longley Supply
- Weitzel's Custom Screen Rooms

- Indigo Landscaping & Construction
- Quality Pools & Spas/Landscaping & Design

PHOTOGRAPHY

- Chuck Gee Photography

PLUMBING

- Carolina Cool
- Longley Supply Company

POOL & SPA

- Quality Pools & Spas
- The General Pool Company
- Indigo Landscaping & Construction

REALTOR

- CRG Companies

ROOFING

- Monarch Roofing
- Contract Exteriors

SECURITY SYSTEM

- Security Vision

SHUTTER

- Burroughs Shutter Company
- The Louver Shop

SUNROOM & ENCLOSURE

- Carolina Home Exteriors
- Weitzel's Custom Screen Rooms

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- Southlantic Water Systems

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EDITORIAL CALENDAR

2015-2016

A Business to Business Resource Promoting Community Growth

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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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MARCH-APRIL 2015

- Floor Covering
- Design & Architecture
- Energy Efficiency

Space Reservation: February 27, 2015
Material Close: March 6, 2015

MAY-JUNE 2015

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

Space Reservation: April 10, 2015
Material Close: April 17, 2015

JULY-AUGUST 2015

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

Space Reservation: June 5, 2015
Material Close: June 12, 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 15, 2016
Material Close: January 22, 2016

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

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

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Calling The Grand Strand Home: ThinkMyrtleBeach.com

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

Myrtle Beach is iconic for more than 16 million vacationers each year who enjoy the soft white sand beaches, championship golf courses, and amazing array of activities. A genuine treasure by-the-sea, the Myrtle Beach area has become the number one family beach in America. But ask anyone who decided to make Myrtle Beach home, and you'll quickly realize the true treasure of the Myrtle Beach area is an unparalleled quality of life.

For the more than 300,000 people who call the Grand Strand home, they know that life at the beach is 365 days of fun-loving entertainment and rewarding business ventures. And for those still contemplating the big move, Myrtle Beach Area Chamber of Commerce's website, ThinkMyrtleBeach.com, is helping them imagine what it would be like to live and work in the area.

We know there are couples wanting to start a family and looking for that perfect location to raise their children. There are families who have grown and are searching for a vibrant community with diverse cultural attributes that will allow them to pursue personal interests and experiences. And then there are those reaching for their dreams of starting a business and looking for that winning location. It's these rare moments that compel us to think about that place we call home. We ask ourselves, "Where do I want to live?"



ThinkMyrtleBeach.com provides information to those considering relocating/retiring to the area, investing in property or opening a business in the

Myrtle Beach area. We pulled in a team of real estate chamber members along with other MBACC members interested in the real estate and relocation markets

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to help us sell the destination as not only a place to visit but as a place to call home.

“We refer many of our relocation clients to ThinkMyrtleBeach.com website in advance of their visit to the beach,” said Radha Herring, broker in charge with Watermark Real Estate Group and a chamber member since 2006. “It is a great resource for our relocation clients to learn about our community and the area. Many of our clients struggle with which community best suits their lifestyle and the ThinkMyrtleBeach.com website does a great job at focusing their real estate search.”

The website stresses what locals have known for years: Myrtle Beach’s business climate is warm and inviting; top-notch health care is just minutes away; the Grand Strand has sensational neighborhoods with their own unique personalities; and when it comes to making the grade, look no further than the Myrtle Beach area schools. Of course, you just can’t beat the quality of

life in the area. And when it comes to affordability, you’d be hard pressed to find much to complain about.

What sets the Myrtle Beach region apart as a great place to live and raise a family? Is it our outstanding quality of life, our famous Southern hospitality, our abundant leisure activities, our temperate climate, or our low cost of living? Whatever your reasons for considering a move to the East Coast, we’re so excited to welcome you, and we know you’ll be glad you chose to call the Myrtle Beach area home.

Next time you hear someone say they are looking for a medium-sized town full of good character, good people and lots sunshine, join the Myrtle Beach Area Chamber of Commerce in asking them to “Think Myrtle Beach!”

For information on how to become a member of the Myrtle Beach Area Chamber of Commerce and join in our campaign to “Think Myrtle Beach,” call 843-626-7444 or visit us online at MyrtleBeachAreaChamber.com. ■

Top Ten Reasons to “THINK MYRTLE BEACH”

1. **Vacation: It’s a lifestyle.**
2. **Home prices that don’t break the bank.**
3. **Southern hospitality.**
4. **Excellence in health care.**
5. **Beaches for miles. 60 miles, to be exact.**
6. **Employment opportunities.**
7. **The weather forecast.**
8. **Low taxes + Low cost of living = More fun.**
9. **We’ve got brains.**
10. **Community matters.**

If you know someone who is thinking about retiring, relocating or investing in a new community, join the Myrtle Beach Area Chamber of Commerce in asking them to “Think Myrtle Beach!”



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The Components of Site Work Across the Grand Strand

by Peggy Mishoe

Before the building begins, architects, developers, builders and other industry professionals are making important decisions that will determine the success or failure of their projects. For every phase, from clearing the site, building infrastructure, providing materials, laying foundations, framing and each small step involved in the process, they must select the right individual or company.

Palmetto Brick, Professional Concrete and Palmetto Corp are three companies that have earned their reputations for helping projects become successful. As a result, they have also become successful.

Palmetto Brick Company

Building industry professionals and individuals continue to enjoy the exemplary service and wide array of products offered by Palmetto Brick.

The Myrtle Beach location started as Waccamaw Brick. It was purchased in the

early 1990s by Palmetto Brick, a family-owned company that has manufactured brick in South Carolina since 1919. In 2014, the Myrtle Beach location changed its name to that of its parent company.

Chad Redwine, general manager in Myrtle Beach, points to a nine percent increase in building in the Southeast over the past year as a good sign for the industry.

As times change, Palmetto Brick changes, as is reflected in the company's utilization of more social media outlets, including Facebook, Pinterest, Houzz and Flickr.

Continuing its long tradition, the company keeps adding new styles and

colors of bricks, as well as new mortar colors, to its inventory. Millions of bricks manufactured by Palmetto Brick and about 18 other manufacturers across the U.S. are onsite at the Myrtle Beach location.

Chad said the company has also noted a big push for outdoor living spaces and people wanting to enjoy the "nice beach air." To better serve those clients, Palmetto Brick has increased its landscape and patio products to include outside kitchens, fireplaces and more.

Chad believes in stocking whatever his customers may need, and that includes a full line of masonry supplies, bricks, pavers, blocks, sand, mortar, stone and all accessories.

To make choices easier, Palmetto Brick also offers an in-house design center where customers can choose styles and colors of brick, mixed with different colors of mortar, and see them in use on houses shown on a widescreen.



Palmetto Brick MB Branch Manager, Chad Redwine, in the showroom.



The Palmetto Brick office and brickyard is located at 305 Greenleaf Circle in Myrtle Beach, SC.

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Professional Concrete, Inc.

When it comes to concrete, owner Staton McIntyre and the staff at Professional Concrete strive to take the burden off of the backs of builders.



Professional Concrete owner, Staton McIntyre, in his office located at 1070 Redi Mix Rd. in Little River, SC.

The full-service concrete company offers a vast array of products and specializes in concrete footings, foundations, slabs, concrete walls, driveways, sidewalks and pool decks. Concrete professionals there also create decorative concrete, including stamped concrete, integral color finishes, and overlays, micro-topping and acid stain.

Staton says, "We take pride in what we do. We do not sub out. Our work is done in-house by Professional Concrete employees only."

Many of their clients are builders who have been doing business with Professional Concrete for 15 years, and new clients are constantly being added. For Staton and his staff, every relationship is unique and special. He says, "We like to let each one of them know that while we are on their job, they are our main priority."



He adds, "We always try to choose the best vendors and the best materials so that our customers receive the best products on the market."

One of the keys to the success of Professional Concrete is its "open door"

policy and the availability of Staton and the staff. Another key is the desire to not only stay up to date in the concrete business, but to stay in the forefront. Staton says, "We're always looking for ways to improve, and we constantly want to learn more about the industry and the products it has to offer. The concrete industry has so many angles, and we want to grow with the industry."



(Continued on page 16)



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Palmetto Corp

In addition to completing many small and large projects, including site development jobs, driveways and parking lots, the paving division of Palmetto Corp improved roads in four S.C. counties in 2014.

Shawn Godwin is owner and CEO of



Palmetto Corp. owner, Shawn Godwin.

Palmetto Corp, a much diversified business and one of the largest paving companies in the state. Under contract with Horry County, the company has been paving, patching and repaving roads in projects funded by the one cent capital project sales tax that was approved by voters. The tax, which began in 2007, is no longer being collected, but the road improvements it funded is continuing.

Palmetto Corp was the surface paving contractor for the back gate Interchange project at Hwy 707 and U.S. 17 Bypass, and widened a 2.1 mile stretch of U.S. 501 in Myrtle Beach. With its team working tirelessly, Palmetto Corp completed that widening project about six month early, preventing a shut-down during the busy summer months.

In January, Palmetto Corp's team started working on the U.S. 17 Bypass



A Palmetto Corp crew paving the new third lane on Highway 501. Because Highway 501 is a highly trafficked roadway, all work had to be performed at night.



An aerial view of the Highway 501 Widening project Palmetto Corp completed in May 2014. Palmetto Corp crews widened a 2.1 mile stretch of the northbound lanes from two lanes to three.

Beautification Project in Pawleys Island, removing all of the asphalt in the median so that landscaping can be done.

With over 200 employees, Palmetto Corp is also conducting road projects in Florence, Darlington and Sumter counties that include creating some roads from the first clearing of the land to the finished paving.

Shawn is the third generation of Godwins to operate the business, which is based in Conway with asphalt plants in Conway, Florence and Bishopville. ■

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BBB – Helping to Make YOUR Business Better!

by Kathy Graham, President - CEO,
Better Business Bureau of Coastal Carolina, Inc.



First and foremost, I would like to personally thank Building Industry Synergy for putting together such a wonderful resource for our local building community. I am humbled and honored at the opportunity to contribute an informative article in support of the product and services of our local businesses. Small businesses who believe in honesty, integrity, doing what you say you are going to do and advertising honestly. YOU work hard to build your business. BBB is always here to help.

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(Continued on page 18)

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All BBB Accredited Businesses have agreed to adhere to our Standards for Trust, a comprehensive set of best practices for how businesses should treat the public in a fair and honest manner.

Most importantly, BBB does not compare businesses against each other but rather evaluates businesses against our standards. Our standards clearly speak to the character and competence of an organization.

BBB is the resource to turn to for

objective, unbiased information on businesses. Our network of BBBs allows us to monitor and take action on thousands of business issues affecting consumers at any given time and in turn, helping businesses to deal with difficult customers. We look to YOU, out in the field, to inform us of suspicious or bad practices in your trade or industry, such as the storm chasers that come in to town after a storm. We look to YOU to help BBB keep our eye on the ball and an ear to the ground and help consumers make good decisions.

BBB is your key adviser, most reliable evaluator and most objective expert on the topic of trust in the marketplace. For more information about YOUR local BBB, please contact us at 843-488-0238; kathygraham@coastalcarolina.bbb.org.



Contact your BBB of Coastal Carolina, Inc. at 843-488-2227 for tips on how to avoid paving scams.



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Two of the Grand Strand's Finest Companies in This Industry

by Susan Roush

Whether a heated and cooled four-season room, or a customized screen porch for bug-free sweet tea sipping pleasure, the addition of a sunroom or screen room adds living space and comfort to your home. A reputable professional will provide ideas, estimates and the skill to make it happen.

Carolina Home Exteriors

Carolina Home Exteriors specializes in custom design sunrooms, screen rooms, patio enclosures and pool lanais, to name a few offerings. Of their tag line, "outdoor living-indoor lifestyle" owner Ted Cligrow says, "Our real focus is to be the custom designer that will make the most of outdoor space as if it's an extension of the existing home." He adds, "Most recently we have diversified into creating a whole outdoor living makeover, which includes offering hot tubs and spas, indoor-outdoor furniture and outdoor kitchens."

Ted notes one of the distinguishing features of Carolina Home Exteriors is, "Thirty-five years of credibility and financial stability that has serviced over



Carolina Home Exteriors owner, Ted Cligrow, in his Murrells Inlet, SC showroom.

8,000 customers in the Carolinas." Another feature is their showroom. Ted says, "We provide one-stop service to custom design your outdoor living area. It's all about time, service and convenience for the consumer."

Consumer satisfaction and advocacy is important to Ted. This is illustrated in the company's mission statement: Deliver quality products on time with excellent service before, during, and after the sale. We respect our customer's

time, property and their need to be in the communication process. To fulfill this mission Ted says, "We are known for our reliability of showing up on time, service follow-up, and warranty work."



Regarding advocacy, Ted says, "I have prided this business on being a consumer advocate. I want to overcome

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[negative] impressions of the home improvement industry by educating consumers on how to hire a contractor.” The Carolina Home Exteriors’ website features many helpful tools for outdoor living improvements.

Weitzel’s Custom Screen Rooms, Inc.

Glenn Weitzel, founder and owner of Weitzel’s Custom Screen Rooms, Inc., serves the Grand Strand, Georgetown and Brunswick, NC areas.



Weitzel’s Custom Screen Rooms, Inc. owner, Glenn Weitzel.

His most popular product is motorized retractable screens manufactured by Phantom and Rainier, quality North American companies that meet Glenn’s high standards. Rainier retractable awnings have been added to Weitzel’s line, which can be custom fit to a home and immediately add sun protection and ambience to an outdoor space.

Retractable screens can be installed during construction or on existing homes. Retrofitting can be complex but Glenn assures, “When I’m done, it looks like it was there when the house was built.” He adds, “I’m detail-oriented. I take pride in what I do and make sure

it’s done right the first time.” Glenn’s reputation is well established: “Super squeaky clean with BBB.”



For new home builders Glenn takes the time to, “go through the process step-by-step” to ensure foremen and framers understand how recessed or surface-mount screens will finish out. Retractable products built into new construction are more esthetically pleasing. Glenn’s retractable products with solar screens offer maximum sun protection on windows, doors and patios. He says, “The key to more energy efficiency is blocking the sun before it heats up your glass and radiates into your home or business. Lower room temperatures reduce AC loads and saves energy.”

Being fully automated allows for remote control, programmable to mobile phones and tablets. Motorized screens can have sensors that respond when winds reach a specific velocity, and smaller openings can be solar operated,



Weitzel’s most popular product is the motorized retractable screens manufactured by Phantom and Rainier.

using no electricity.

Glenn handles specialty installations such as executive screens for openings up to 25 feet, including archways. He also has a retractable door that won’t obscure the beauty of a front door. Glenn also offers special construction screen room enclosures, such as round rooms, along with the standard screened in porch.

Susan Roush travels globally as a quality assurance and brand integrity consultant to the luxury hotel and resort industry. She has also been a freelance writer for over 20 years and is a SC Realtor with Mendoza Realty & Auction Company. Susan can be reached at 843-333-8369 or roushsusan1@gmail.com. ■

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MBREDC President & CEO – Jim Moore

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

On January 1, 2015 Jim Moore began his role as the new President & CEO of Myrtle Beach Regional Economic Development Corporation. Officials from MBREDC announced their decision to hire Moore in December 2014, after several months of vetting qualified candidates.

“We are thrilled to have Jim join the MBREDC as the new President and CEO. We feel his experience and insight will be a great addition to our organization,” said Fred Richardson, MBREDC Board Chairman.

As President and CEO of the MBREDC, Moore will focus on leading business recruitment efforts, existing industry development and growing the organization’s private sector membership. Some of the industries Moore is interested in exploring for Horry County in addition to aerospace,



MBREDC President & CEO - Jim Moore

technology and manufacturing, include agribusiness and medical technology.

Moore brings over 20 years of economic development experience to his new position with MBREDC. Most recently, Moore worked as Director of Business Development for the North

Eastern Strategic Alliance (NESAs), a regional economic development organization encompassing nine counties in the northeastern section of South Carolina. Moore also served as President and CEO of Caldwell Lyon Partnership in Princeton Kentucky before moving to South Carolina in 2008.

“Jim brings experience and a great understanding of the benefits of doing business in South Carolina. I think he will bring a fresh perspective and new energy to the program that will help build on the success we have seen over the last two years,” said Mark Lazarus, Horry County Council Chairman.

During his time with NESAs, Moore was the lead recruiter and negotiator on projects such as Frontier Communications, Wyman Gordon, Johnson Controls and Birdsong Peanuts. Moore has worked to recruit companies in high technology, back office, food and

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manufacturing over the course of his career in economic development, leading to more than \$630 million in investment and nearly 2,000 jobs.

“I am very excited about the opportunity to be part of a dynamic, resource-rich community like this, and to be part of a team of diverse leadership

that is moving the county forward,” said Jim Moore, MBREDC President & CEO.

ABOUT MBREDC

The MBREDC is a public-private partnership that works closely with new and existing industry, site selectors and economic development professionals to promote economic growth in Horry County. Since January 2012, the EDC has announced over 1,300 new jobs including announcements in advanced manufacturing, forest products and technology.

Serving on the MBREDC Executive Committee are: Fred Richardson, Doug Wendel, Jim Apple, Sam Bennett, Laura Crowther, Franklin Daniels, Dr. David DeCenzo, Gary Loftus, Ebbie Phillips, Dodd Smith, Neyle Wilson and Jimmy Yahnis. Additional Board Members include: Laurence Bolchoz, Scott Brandon, Michael Chestnut, Tom Collins, Harold Cushman, Brad Dean, LeGrand Dorman, Sam Frink, Henrietta Golding, Mike Hagg, Nelson Hardwick, Michael Hill, Pat Howle, Marc Jordan, Alys Lawson, Bryan Lenertz, Michael Mahaney, Ralph Pandure, Scott Plyler, Jerry Rexroad, Justin Roof, Richard Singleton, Julien Springs, Todd Woodard, and Mike Wooten.

MBREDC President Jim Moore will be the speaker at the Horry Georgetown Home Builders Association general membership luncheon on May 19, 2015. For more information about the MBREDC, call 843-347-4604 or visit us online at www.mbredec.org. ■



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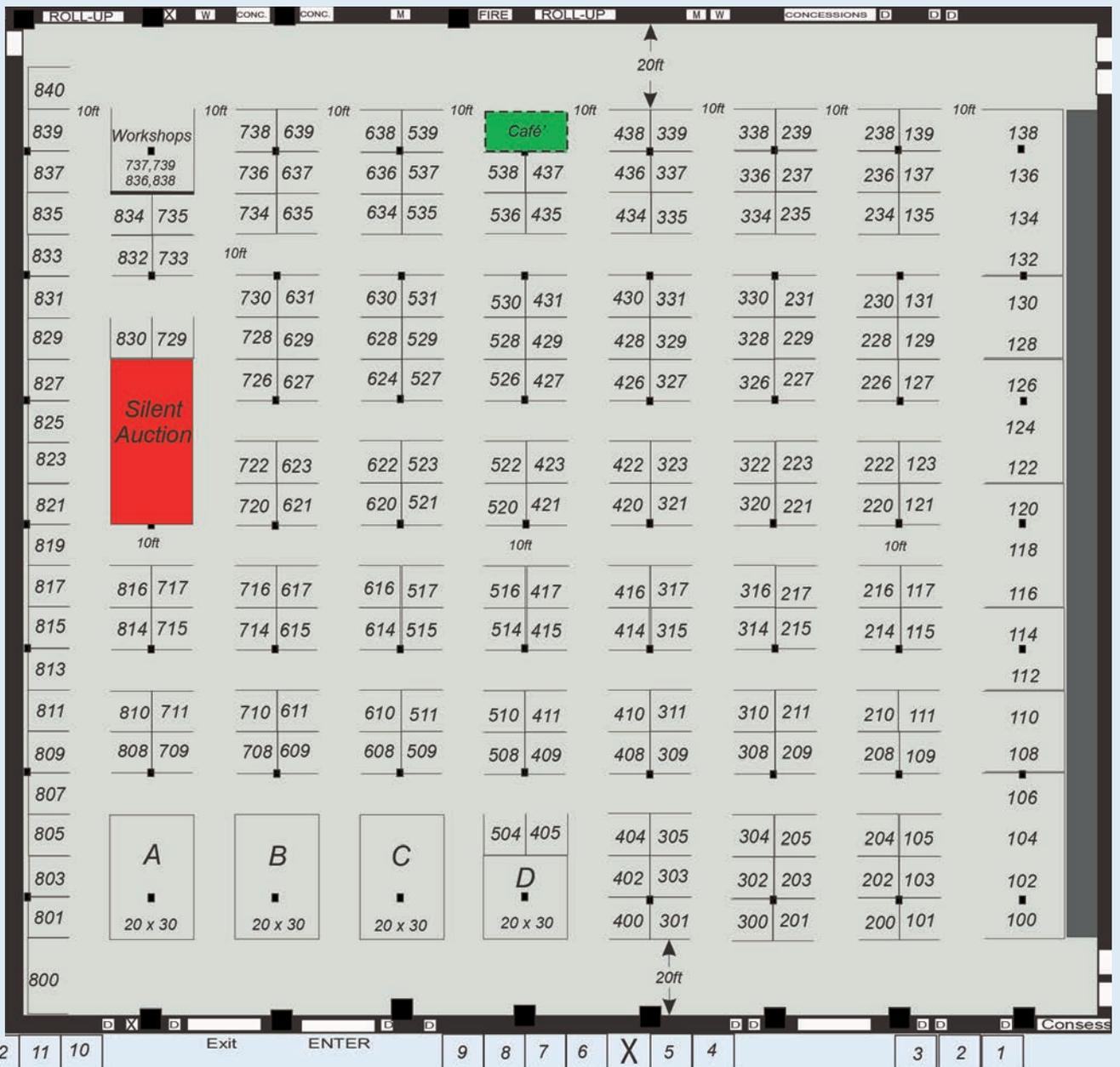
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A Tradition of Quality Built on Strength and Integrity

It's hard to miss this beautiful Low Country style home from the beach side in Debordieu Colony. The tapered columns, Old Carolina brick foundation and chimneys, copper chimney caps, and gas lanterns make this home stand out from the rest.

by Peggy Mishoe

Holding firm to his goal of providing outstanding experiences while building superior homes and commercial buildings, Berry Coggeshall built a tradition of excellence at BEC Construction, Inc. A Cheraw, S.C. native who earned a BS degree in Chemistry from the University of South Carolina and a Master of Business Administration from Appalachian State University, Berry worked as a real estate broker on the Grand Strand before he started building custom homes in 1986.

PHOTO © GREG BUTLER



The kitchen is often the focal point of many homes. This Debordieu oceanfront home in Pawleys Island, SC is no exception. The unique pendant lighting, basket weave copper hood and matching sink add a nice touch to the kitchen's overall décor

“I’ve enjoyed being in a business where I can see quantifiable results on a daily basis and work closely with people,” he said. His son, Beck Coggeshall, enjoys the building business for the same reasons.

Beck joined BEC Construction in January of 2013 after spending seven years in Upstate South Carolina. He earned a BS degree in Civil Engineering with an emphasis in Construction at Clemson University. Beck spent his last two years in the upstate working for a construction company while simultaneously earning a Master of Business Administration from Clemson at their Greenville campus, graduating

in August of 2012. “I enjoy the fact that I can see my work come to life. It’s always different and there are always challenges to face,” he says.

BEC Construction remains one of the most popular building companies on the southern Grand Strand and Berry doesn’t have any intentions of retiring any time soon. “I started out from the ground up, and it gives me a great sense of pride and satisfaction to know that I’ve built something that my son wants to carry on, and I am confident he will do well with it,” he says.

Many BEC Construction clients are professionals in the real estate business. They have various reasons for choosing BEC Construction, ranging from immediate cost savings on quality construction to long term energy savings.

When Ryan Swaim, general manager of Dunes Realty, and his sister decided to build a rental house on a beachfront lot in Garden City, they chose BEC Construction. Ryan says, “Berry is a

long-time friend of my family, and I live in a neighborhood where he has built many of the houses. He’s a fantastic builder.”

Their house not only had to be beautiful, but also needed to be durable; and like any structure built on oceanfront property, special

The upstairs living room in this Debordieu oceanfront home, built by BEC Construction, showcases several unique features. The handmade pickets, poplar wall paneling, stained wood arched ceilings with exposed beams and double ceiling fans all contribute to the Low Country theme. PHOTO © GREG BUTLER



Cindy Swaim, the draftsman and owner of this Garden City Beach oceanfront vacation home, designed this bunk room for the top floor. It is always an instant favorite for all of the children that stay in the home.



PHOTO © GREG BUTLER

regulations had to be followed. Ryan noted that Berry was very familiar with those regulations, and he was able to make suggestions on products and procedures that help the house withstand the rigors of being a vacation rental property. He adds, “It was about as easy a process as I’ve ever experienced. One of the best things was that I never had to worry about scheduling any subcontractors.”

Berry and most of his subcontractors have worked together for many years, and Berry gives them credit for helping BEC Construction attain success. “I’ve been fortunate enough to have established good relationships with subcontractors and suppliers through the years that have helped me deliver a quality product on a consistent basis,” Berry said.

Berry’s accounting and management methods are major reasons why his clients enjoy their building experiences. “I’ve devoted a lot of my time and efforts to utilizing my educational background



The cabinetry, countertops and custom tile all complement each other nicely in the master bathroom in this Debordieu oceanfront vacation home in Pawleys Island, SC. The rainhead shower fixture is always a great addition to a large walk-in shower.

in order to to develop professional accounting procedures and management practices that allow us to operate more efficiently and cost-effectively,” he said. “These cost savings are passed on directly to our clients.”

It is of utmost importance for a client

to find a builder who works well with a team consisting of an architect, designer and other professionals. Berry, Beck and everyone at BEC Construction are team players and are devoted to making the building process an enjoyable experience.



This is the first home Berry Coggeshall built in the coveted neighborhood, Collins Creek Landing, which he also developed. It was also Berry’s first taste of true modern architecture. He built this home for a good friend of his from Germany, whom he met several years ago when he agreed to build a previous home for him.



This North Litchfield vacation home on the oceanfront, built by BEC Construction, won a prestigious award for the architect. This home has become a popular rental home for many families since it was completed.



BEC Construction has completed several commercial projects and Berry took great pleasure in building the Litchfield By The Sea Clubhouse. The blue standing seam metal roof and yellow board and batten siding make this clubhouse stand out from the surrounding buildings on the oceanfront.

This was no different when John Green chose BEC Construction to build an upscale, eight bedroom, oceanfront house in North Litchfield to produce rental income for him and his wife, Leigh. John says, “Berry was very tuned into our wants and our needs. It was a total team effort. It was terrific.”

According to John, Berry built a rental house that accommodates family members of all ages, allowing generations to come together and enjoy a vacation. With handicap access, an open and inviting layout that takes advantage of all the views, a metal hurricane resistant roof and many other features, the house has been enjoyed by many vacationing families.

John said they tried to do things that made sense to prevent the house from aging quickly with the constant occupancy of about 20 people each week. Berry was always willing to work with him to make any changes, including using paneling instead of sheetrock throughout the house. John noted that Berry and his team have an exceptional knowledge of a wide array of products. In addition to knowing the best or newest products to recommend, Berry can also find unique products. John said they wanted old heart pine floors



Driving up the gravel driveway to this Spanish Estancia style home in Waverly Plantation is nothing less than breathtaking. The slate shingles and copper gutters with brick and stucco siding, contribute to the unique theme of this residence. This dream home will be appreciated for many years to come by the homeowners who enjoyed long successful careers.

throughout their house. Berry was able to find the flooring in an old warehouse in North Carolina.

Berry has also been very successful in the real estate development industry, having created several quality neighborhoods, including Allston River Bluffs, Collins Creek Landing, Prince Creek West, Marsh Point and South Marsh. Developing an entire neighborhood and seeing it come to life is something that Beck finds intriguing. He is looking forward to offering BEC Construction’s clients appealing options of places to live in the future.

BEC Construction has ventured into the world of commercial construction and continues to receive exceptional customer satisfaction. In this line of work, BEC projects include the construction and/or remodeling of various office buildings, condominium and apartment complexes, amenity centers and club houses such as the Litchfield by the Sea clubhouse and Conway National Bank branches.

Beck’s first large project was managing the construction of the Garden City vacation home of Buddy and Carol Mozingo. “It was a great experience, and it is a beautiful house,” Beck says. “They were really great people to work with. We established a friendship and I even join their family dinners on occasion.”

Carol says, “Honestly, my husband and I had the same instant reaction to Berry. We chose him on the spot. It ended up being a win-win for everybody. BEC is unbelievably responsive to any concerns my husband and I have, and they always hold themselves responsible.”

Buddy and Carol gave Beck a creative license to build a nautical themed bunk room in the children’s room, and they didn’t look inside until it was finished. Carol was more than happy with the end result. “He did the entire room by himself and it’s wonderful,” she said.



The exposed beams, arched entry way and unique custom lighting are appreciated by everyone who enters this beautiful Spanish style themed home in Waverly Plantation. The homeowners relied on the knowledge they obtained from their extensive travels over the years when coming up with ideas for their home.



The architect for the Mozingo residence used a unique combination of colors to give the house a bit of a hunting theme. This was very appealing to Dr. Mozingo and his sons.



Carol Mozingo gave Beck Coggeshall a creative license to build a nautical themed bunk room and she was extremely pleased with the end result. The Mozingo's grandchildren enjoy spending time in this room each time they come to visit. Portholes, poplar wall paneling and cleat drawer pulls, all add to the nautical theme.

For years, Berry has been active in the Horry Georgetown Homebuilders Association (HGHBA). He has served on the board in several capacities, including serving as vice-president in 2013. He is also a member of the Homebuilders Association of South Carolina and the National Association of Homebuilders.

Winfield Johnson, a real estate attorney and a native of the area, chose Berry to build a new oceanfront house to replace an old one in Garden City that his family had enjoyed for many years. Winfield said he had heard many horror stories about builders and was concerned about finding one he could trust. He knew of Berry's impeccable reputation. Berry had built a house for one of Winfield's partners, who spoke very highly of BEC Construction.

Berry and Winfield met almost every week to review the project. "I trusted him explicitly," Winfield said. "They were Johnny-on-the-spot on everything. It was a very pleasant experience. Everything was always very well organized." As a real estate attorney, some of the best advice Winfield can give anyone is to find a trustworthy builder.

The home, which the Johnson family is now enjoying, is all they hoped it



Berry Coggeshall (2nd from left), his son Beck (far left), Winfield Johnson (far right) and his wife, Robin, enjoy spending time together on the Johnson's porch overlooking the ocean. After BEC Construction built their beachside vacation rental home in Garden City Beach several years ago, the Johnsons have become more than just clients. This is typically the case with BEC Construction customers.

would be. Winfield's wife, Robin, owner of Urban Interiors Inc., was responsible for the interior décor in the home. The Johnson home continues to be one of the most sought after vacation homes in Garden City Beach.

Berry has established a tradition of quality built on strength and integrity, and Beck has full intentions of carrying on that tradition for the next generation. Berry has worked diligently over the years to earn BEC Construction the

reputation of being reliable and trustworthy. He and his son are now a team that believes the honest way is the only way. Clients can rest assured that they are dealing with a company that is strong enough to give them the home or commercial building that they desire and stable enough to be there for them in the future. ■



Robin Johnson, owner of Urban Interiors, Inc., was responsible for the interior design of the Johnson beach home. She chose a nautical theme throughout the home, which was a nice compliment to the living room with great views overlooking the ocean.



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Infinity Capital Partners Offer An Alternative To Traditional Lending & Equipment Financing To Small Businesses In The Local Building Industry

by Susan Roush

Contractors and subcontractors in the building industry need financing, but since the 2008 economic fallout, it has gotten tougher to meet banks' credit guidelines. Fortunately, there are solutions and alternative sources for contractors to explore.

Infinity Capital Partners

Infinity Capital Partners was created in 2014, adding to the stable of financial services that owner Patrick Munro has offered since 1999 when he started Northstar Financial Advisors. Patrick and his group of financial professionals fully understand the frustrations business owners face in today's financial climate. He says, "The criteria for banks have tightened up. A typical banker has to say 'no' nine out of 10 times for loan proposals." Even for companies and business owners with good credit, the hurdles can often be high.

For companies in the building industry, Infinity Capital Partners offer a two-pronged focus. Patrick explains, "We're looking at the vendors that sell cherry pickers, dump



Northstar Financial Advisors and Infinity Capital Partners owner, Patrick Munro.

trucks, fork lifts, all the things you need in the building trade." Infinity Capital Partners offer a secondary source of funding as an alternative to equipment manufacturers' in-house lending, who like banks, have guidelines a subcontractor might not meet.

The second focus is to offer builders, "A first-class second opinion on their credit portfolio." Patrick adds, "Everybody has a note or multiple notes, and interest rates and terms are subject to review. Builders have bills they pay every month on equipment."

Patrick points out that his company has an advantage that traditional lending institutions do not: creativity. Patrick says, "We're creative, and there's an infinite source of ways to approach a deal," thus the company name.

Part of that creativity stems from looking at business needs from a different perspective. Patrick says, "We're not credit score driven, we're story driven. Everyone has a story. We have about 4,000 lenders." Patrick is referring to the ability to tap into crowd-fund and peer-to-peer lending. He candidly says, "We're not able to book everybody either, but we are an alternative source, and we go to bat to see what we can do to represent our client." He is also

(Continued on page 34)

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forthcoming that interest rates are higher, but Infinity Capital Partners will do cross-collateralize lending, something traditional financial institutions are highly unlikely to entertain.

Patrick Munro's financial insight and experience extends beyond alternative loan sources. He offers independent client education aimed at retirees, noting, "Things have been difficult since 2008." Patrick has a radio show on WRNN Talk Radio on Saturday mornings at 9:30 called, "Retire Right Radio." On WPDE Wednesdays at 12:30 viewers can watch "Retire Right TV." The full menu of services Infinity Capital Partners provides can be found at infinitybusinessloans.com.

Susan Roush travels globally as a quality assurance and brand integrity consultant to the luxury hotel and resort industry. She has also been a freelance writer for over 20 years and is a SC Realtor with Mendoza Realty & Auction Company. Susan can be reached at 843-333-8369 or roushsusan1@gmail.com. ■

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Synching History Weathering Coastal Chills

by Becky Billingsley

In the Grand Strand area we endure only about 40 days per year when the temperature dips below freezing, so homes snug with plenty of insulation against chilly weather weren't common 60 or more years ago. Our summers are generally harsher than our winters, so homes are built with a mind to catching cool breezes, not deflecting them.

Consequently, pre-World War II coastal dwellers would be shivering if they didn't have cold weather plans. Those plans included maintaining around their house a hard-packed dirt surface. It was swept to be debris-free, to prevent chimney embers from catching something in the yard on fire and jumping to the house. They also had to keep an eye out for embers catching wood roof shingles on fire.

Party in the Woods

Despite the risks, wood was the main fuel source around farms before electrification.

Walter Hill, director of the Horry County Museum in Conway, said it wasn't uncommon for someone to own a 250-plus acre farm and cultivate only 20 acres. The rest might be used for timbering, turpentine production or as their own personal woodlot. If a family had plenty of



Two boys riding their pet goats in a rural Horry County farmyard are wearing worn wool church coats and sporting fedoras. William Van Auken Greene collection, Horry County Museum.

trees on their property, they could become part of a series of cool weather wood cutting parties.

First the family had to figure out how much wood they needed during the year for heating, cooking, soap making, clothes

washing, bathing, hog scalding, tobacco curing and more. It amounted to several cords, and green wood had to be cut and stacked in advance so it would cure and dry enough to burn steadily and put out heat.

Once the year's fall harvests were finished and pesky bugs were killed off with first frosts, the wood cutting parties started.

"They're going to turn around and on a weekend, maybe on a Saturday, everybody might come to my



Three young women on a chilly winter day in Socastee. The young lady in the middle likely worked as a domestic employee. Cooper collection, Horry County Museum.

(Continued on page 36)

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place and we'd all go out and have a wood cutting party," Hill said. "[We'd be] cutting and stacking it...Sawing, dragging trees, cutting them into stove-wood length, or other needed sizes. Often stacking it right there in the woods and going back later to get it. You're going to let it season right there in the woods."

Tools used included two-man crosscut saws or a cutoff saw about 2½ feet across that was usually hooked to a tractor. The tractor's energy turned the belt, which was connected to a saw blade, which was probably unguarded and quite dangerous by today's safety standards. The saw had a little deck where two men set log slabs, and then two men pushed them through.

The wood cutting party included extended family – aunts, uncles, cousins, grandparents – but close friends and neighbors might also be there. Many a

child in the Grand Strand area had fun sliding down sawdust piles. Whoever was the host of the day provided a pot of chicken bog or pilau out at the cutting site, and over the course of a few months of Saturdays, everyone in the group had their woodpiles built up for the coming year.

Lowest of Thieves

Since an inexpensive supply of cured firewood was critical for small tobacco farmers' success – you couldn't cure barns full of tobacco without a lot of aged wood – stealing from a family's forest woodlot was a crime on the level with horse thievery.

"It took what was considered the lowest among thieves to mess with a man's wood lot," Hill said. "When it came time to cure your tobacco, when it starts, it starts. There's no stopping in the middle of it...So it would take the sorriest of sorry thieves to go to a man's wood lot and take his tobacco curing wood and burn it. On occasion that happened, and those people were ostracized. They're just low down and sorry."

If it happened, then the farmer had to go buy wood somewhere, and many sawmills were around that sold inexpensive slabs for firewood use. Hill says steam-

powered sawmills were common well into the 20th century because their fuel was self-sustaining. The mills cut trees into board lengths, and then the middle half-boards are left over, which are called slabs. The sawmills could burn those slabs to keep their steam engines running to create more boards. So the slabs had monetary value, but not nearly as much as the rest of the logs. A person who had to buy firewood could buy slabs relatively inexpensively, and then cut and stack them.

Stove Lengths

Down in Georgetown County, up into the 1960s, city people who used wood in their cook stoves might have been on a firewood circuit, sort of like a milk delivery. There was a husband and wife who got wood from Tyson's sawmill off Highway 521, Hill said, and between three people they'd cut slabs into stove wood lengths, then split it and stack the wood on two mule wagons that ran continuous delivery circuits.

While hard wood is certainly the best type of wood for heating, pine was the traditional stove wood for cooking, at least when it was hot outside.

"We have lots of pine here," Hill said, "it was most available to people as far as stove wood went...You can go on a hot summer morning and build a hot fast fire with pine. You can bake those biscuits and



Women often wore men's clothing and caught their hair up in kerchiefs when tackling messy winter chores like hog butchering. **Horry County Museum.**



Four women were headed to Charleston on a winter adventure in their smart coats, hats and gloves. **Cooper collection, Horry County Museum.**

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fry that bacon and then when it burns out it burns out. There are no hot coals sitting there keeping the house hot the rest of the day.”

Those with more money than time may have opted to burn coal. This was especially true of city dwellers after the train came through, which in Conway was late 1887. Inexpensive coal arrived by the train carload, and coal piles took up less room in city yards than woodpiles. Coal also put off more heat than wood and was a generally tidier fuel in those days when cleaning up around the fireplace involved much more effort than switching on a Dust Buster.



Families and close friends helped each other cut enough wood to last the winter. **William Van Auken Greene collection, Horry County Museum.**

Dressy Work Coats

The other main consideration for staying warm was having warm clothing, and that wasn't a problem for most people in Horry and Georgetown counties. The Horry County Museum has many photos showing both country and city residents in winter clothing, and there didn't seem to be a shortage. Walter Hill says retail store account books show steady sales for items like winter coats and hats, or the cloth to make them.

But one peculiarity that's easy to spot in vintage Grand Strand winter photos is people wearing what might be called "church coats" while outdoors at work or play. The reason wasn't because they couldn't afford separate church and everyday coats; they were just being thrifty.

"You invested in a really nice Sunday dress coat," Hill said, "and when it started getting a little worn, a little tattered, a little stained, you didn't just throw that away because it wasn't good to wear to church any more. You started to wear it around the yard because it was a heavy good wool

coat, and you bought another one to go to church in."

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. ■



This handsome and strapping Horry County farmer stands proudly in a whitewashed barn while wearing beat up brogans, a former dress jacket and a fedora. **William Van Auken Greene collection, Horry County Museum.**



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PHOTOGRAPHY

Premium Building Suppliers Across The Grand Strand



by Peggy Mishoe

Builders appreciate local building supply companies that offer much more than what has traditionally been expected.

Along the Grand Strand and the surrounding areas, building supply professionals are doing just that. Not only are they striving to supply all of the best, proven, and newest products for the building industry, they are literally helping to build homes and businesses.

The three companies profiled below are among the most successful and sought after suppliers with building contractors in Horry & Georgetown counties.

84 Lumber

84 Lumber has earned a reputation for honesty, high quality products and excellent services with builders along the Grand Strand since 2005.

Founded in 1956 in 84 Pennsylvania, 84 Lumber has grown to over 250 locations across the country, and is the largest privately held materials supplier to builders, remodelers and homeowners that prefer to complete their own projects.

Raymond Goodman, Market Manager for the Myrtle Beach



84 Lumber, Myrtle Beach Market Manager, Raymond Goodman

location, believes that honesty, good business practices and having the ability to provide the products and services builders need are some of the reasons 84 Lumber continues to be successful across the Grand Strand and surrounding areas. Another reason is the national buying



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

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

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

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Raymond Goodman
Manager, Myrtle Beach

power the company has, which allows it to sell its products at competitive prices.

84 Lumber has a full-service lumber yard with various kinds of lumber, and stocks plywood, roofing, decking, Hardiplank siding, interior and exterior trim, interior and exterior doors, windows such as Anderson, Eagle and vinyl clad, as well as many more products of numerous brands in a wide price range.

With a knowledgeable sales staff to guide them, customers can be assured of finding the best products for their projects.

The company also manages subcontracting crews to work with builders and perform almost every phase of the process after the foundation is laid. This enables 84 Lumber to offer installation of products and turn-key services to builders in framing, windows, doors, siding, interior trim and more.

With 44 years in the building supply business, Raymond exhibits the utmost professionalism in the industry. He currently serves as a board director for the Horry Georgetown Homebuilders Association (HGHBA) and the Homebuilders Association of South Carolina (HBASC). He has received the HGHBA Associate of the Year award twice, and was recognized as the Associate of the Year for the state of South Carolina in 2014.

ProBuild

ProBuild works hard to be the 'supplier of choice for builders, contractors and tradesmen'. Tommy Lewis, general manager of the Conway, SC location, explains that the company continually strives to 'be the best locally, while

leveraging our national scale'.

As a vital link in the chain that forms one of the largest suppliers of building materials in the nation, the Conway location services the construction industry along the Grand Strand and surrounding areas in Horry and Georgetown counties. "Even though we are a national company, but we operate to meet the specific needs of the building professionals locally," Tommy said. The decisions about the products and services that ProBuild provides are made to primarily benefit professional builders, subcontractors,



ProBuild, Conway, SC location at 1716 Husted Road.

(Continued on page 40)



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ProBuild, Conway General Manager, Tommy Lewis

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architects, remodelers and others involved in the local construction industry.

Along with a wide array of products, ProBuild also has product specialists available daily, on-site, to assist customers in making the numerous decisions that are typically necessary for building residential homes and commercial buildings. Tommy is dedicated to finding and providing specialty building products and keeping a staff knowledgeable and trained to provide customers with the information they need to make the right decisions for each and every project. Recently, the showroom in the Conway location has been remodeled to display many of these products. "We have a new showroom and a lot of new exciting products that our customers can touch, feel and decide on in-person," says Tommy. This location also has an in-house truss plant and designer on staff.

Tommy Lewis is currently serving as a member of the 2015 Horry Georgetown Home Builders Association (HGHBA) board and the HGHBA Remodeler's Council. He believes that a community is better served when all of the industry professionals get together and work to provide what is best for all involved.

Builders FirstSource

Builders FirstSource (BFS) offers numerous product groups for every phase of the construction process ranging from foundation to finish materials.

BFS services professional builders along the Grand Strand from yards located in Conway and Pawleys Island, utilizing the largest delivery fleet in the area and an



*Builders First Source,
Sales & Marketing
Manager: Joe Pezzullo*

experienced and professional sales staff to assist builders with all of their construction project needs.

Joe Pezzullo, who has been with the company on the Grand Strand since 1988, is the Market Sales Manager for the Horry/ Georgetown county locations.

In The Grand Strand Market, BFS maintains a large inventory of items to include foundation materials, framing materials, floor & roof truss, numerous window and exterior door product lines, shingles and roofing accessories, wood and cement siding and trim products, drywall and accessories, a full line of finish hardware, and much more. The company provides professional installation services for some products that they sell, which helps streamline the building process for contractors. Those Installed Sales programs include services for framing, windows and exterior doors, cement siding, and interior doors and trim.

BFS prides itself on its manufacturing



*Builders First Source, Conway, SC location at
651 Century Circle (Behind Lowes on Hwy. 501).*

capabilities, operating an interior & exterior door shop in Conway, which allows them to offer their customers a wide variety of in-stock door sizes and styles, and the ability to respond quickly if jobsite damage or theft occurs. BFS also operates truss and wall panel manufacturing facilities in Loris and Sumter, with a professional team of locally based salesmen and designers to assist the engineer, architect and/or builder with their design/build projects. Joe says, "We hold customer satisfaction in our own hands for the products that we manufacture locally, as opposed to being at the mercy of an outside manufacturer."

Builders FirstSource also offers its custom builders a Millwork Showroom in Myrtle Beach, where contractors and their clients can meet and consult with an experienced and professional millwork specialist and view many products on display. ■

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

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



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5 in '15

Five Tips for Ensuring Your Trade Show Success in 2015



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

In our fast-paced digital world where text messages and email supersede telephone calls and face-to-face contact, why is it that trade shows like the 35th Annual Home Show, sponsored by the Horry-Georgetown Homebuilders Association, are still one of marketing's most valuable tools? During the last 34 years, the home show may have undergone some changes, but today it is as viable as ever.

Savvy businesses know that trade shows build brands by creating brand experiences like no other. Innovative exhibits and integrated marketing strategies that include a mix of traditional and social media help maximize impact and return on investment.

Here are five tips that will help ensure your trade show success in 2015:

1 Set your Trade Show Schedule. Early in the year, determine what shows have merit i.e. will you reach prospects in industries that can use your

products or services? Are the shows within easy travel distance? Trade shows are neither easy nor cheap. The last thing you want is to book a show thousands of miles away that has little or no relevance. Finally, make sure there is enough time between shows to do the important work of following up with prospects and finding time to recharge your own battery. There's no doubt about it, trade shows are hard work.



Photo courtesy of Skyline Exhibits and Design.

2 Determine your Objective. Benjamin Franklin said, "By failing to prepare, you are preparing to fail." That

holds true with all marketing efforts – trade shows included. Know before you go: Is your goal to introduce a new product or service to the marketplace? Generate leads? Attain new clients? Assess the competition? If you don't have a goal, don't go.

3 Plan to Succeed. Make sure your marketing materials are geared to the audience that will be attending the show and make sure they are current. Nothing puts prospects off more than picking up sales literature with last year's pricing, discovering that items have been crossed off because they are no longer available, or even worse finding that the catalog they were waiting for just left the booth. Make sure your materials are current, applicable, and are available in sufficient quantities.

Before you go: Reach out to prospects within the geographic area in which the show will be held. Invite them to visit your booth, establish appointments outside of the trade show setting, and get materials in their hands before you meet. Today, with



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our electronic means of delivery, this is easier than ever. Don't underestimate, however, the importance of the human touch. Nothing beats a personal invitation or a phone call that establishes that prospect as someone important.



Photo courtesy of Skyline Exhibits and Design.

4 Reel Them In. At trade shows, competition for attention is intense. Your competitor across the way has a model handing out literature, the booth next to you is cooking gourmet omelets and folks are lining up for their free sample. How do you compete with this? Trade shows are comprised of attendees with their own

agendas. Some are there for the free goodies – a glance at a model and free omelets included. They are just passing time. Others, like you, have a set objective. They are there to get information on a particular product or service, and to assess all of the providers – you *and* your competition. This is the group you want to engage with. How? By creating an attractive and compelling booth that encourages them to stop by. Begin with a professionally designed exhibit and graphics. Today's exhibits are lightweight, affordable, and allow you to change graphics to fit the show. Modular systems fit any booth size and configuration. If you aren't ready to invest in an exhibit system, or find it prohibitive to travel with your exhibit or ship in advance, rent.

The average tradeshow attendee makes the decision of whether to visit a booth within three seconds. Make your three seconds count! First impressions are important.

5 Engaging with your Prospects: You've got the prospect inside your

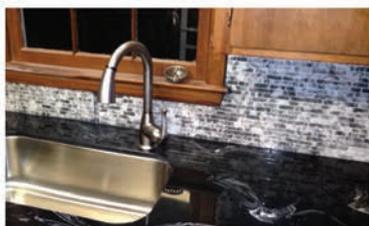


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booth. Your marketing material is great. Your giveaway is useful, bears some significance to your brand and contains your contact information. It's a keeper! What's lacking? Staffing. Your success lies in the hands of the personnel that are responsible for contact with your prospects. Since you can't be everywhere and do everything – *although you'd like to* – you often have to rely on temporary staffing. Through our years of experience we have found that interviewing temporary employees in

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advance helps. While you may engage the services of a temp agency, it is up to you to find the right employee. Choose an individual that looks professional in dress and mannerisms, is articulate, and is willing to spend the necessary time to learn about your business. Make sure the individual knows what to do when the trade show attendee turns into a prospect. Contact information for those who visit your booth

is not just nice, it's necessary. You need the name, company and email address for every individual who steps inside your boundaries. Door prizes are an excellent way to obtain this information while making the time and effort worth it to your prospect.

Follow Up. You've heard the old adage that it isn't over 'till it's over. With trade shows, it isn't over until you've reviewed your list of attendees categorizing them into those who are ready to buy and those whose purchase may take place in the future. Follow up is key. Contact all of your prospects with a 'thank you for stopping by'. Send your leads sales information that is pertinent to what was discussed in the booth. Remember, if a temporary employee was responsible for meeting and greeting attendees, their prospect notes must be shared with you. Maintain a dialogue after the show. Social media is a great way to keep in touch. Eblasts can supply timely



Photo courtesy of Skyline Exhibits and Design.



Photo courtesy of Skyline Exhibits and Design.

information on products and pricing and help maintain that top-of-mind awareness that will turn the prospect into a client – if not today, tomorrow.

Yes, Marketing Strategies does trade shows. Since 1997, we've been helping clients throughout the southeast with marketing and PR strategies that

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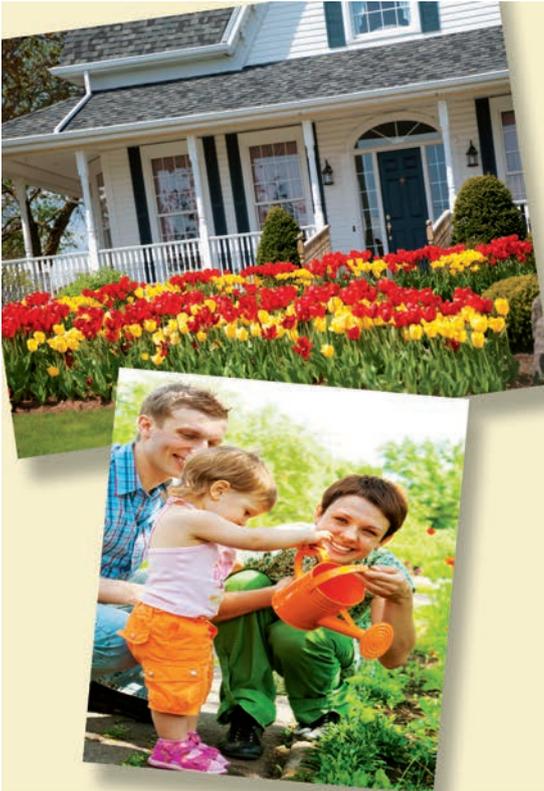
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include everything from planning trade show exhibits to supplying the necessary materials. Need help? We're just a phone call away!

P.S. We'll see you at the Homebuilders Show February 20-22, 2015 at the Myrtle Beach Convention Center! It's one of our favorites!

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