

# BUILDING INDUSTRY SYNERGY

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South Carolina | Grand Strand | 2016 Summer Issue

NATIONS HOMES II  
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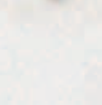


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Tuesday, August 16, 2016 is the next HGHBA membership luncheon held at RIOZ Brazilian Steakhouse. All members and prospective members are encouraged to attend. Call 843-438-4124 or email [rao@hghba.com](mailto:rao@hghba.com) for further information.



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### Online Building Resource Directory

Please visit [www.BuildingIndustrySynergy.com](http://www.BuildingIndustrySynergy.com) to learn more about the companies seen in this directory.

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### Horry Georgetown Home Builders Association

Stay on top of your industry with help from the HGHBA.

## PAGE 8

### Reserve Your Space in the 2016 Home Improvement & Outdoor Living Show Issue

The 2016 Home Improvement & Outdoor Living Show Issue will be distributed in the MB Convention Center September 9th-11th. Deadline for space reservation is August 5th, 2016. Call (843) 945-4452 or email [info@sc-bis.com](mailto:info@sc-bis.com).

## PAGE 9

### 2016 HGHBA Calendar of Events

2016 schedule of events for the Horry Georgetown Home Builders Association.

## PAGE 10

### HBA of SC Saves You Millions

The ongoing efforts of the Home Builders Association of S.C. have saved the home building industry more than \$400 million in 2016 alone. Your HBA membership saved more than \$15,000 in added costs per new house in S.C.!

## PAGE 11

### 2016 Habitat for Humanity Project in Conway, SC

Your help is much appreciated!

## PAGE 12

### Professional Concrete, Inc.

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

## PAGE 13

### A Professional Builder Builds Trust

A professional builder builds more than just good homes, he builds trust.

## PAGE 14

### Possibility of 2017 New Home Parade

With inventory increasing and the housing market improving the HGHBA Board of Directors is exploring the possibility of producing a "New Home Parade" the weekends of March 17, 18, 19, and 24, 25, 26, 2017. Are you interested? We need your feedback.

## PAGE 15

### 2016 College Football Synergy

Many of us in the homebuilding industry are avid fans of college football & one of the teams in SC. The 2016 schedules for Clemson, Coastal Carolina & South Carolina are revealed.

## PAGE 16

### Exterior Products Across the Grand Strand

In this issue we will showcase five reputable companies that have set themselves apart from the rest when it comes to roofing, siding, stucco & custom seamless gutter installations, as well as giving back to this community.

## PAGE 22

### Nations Homes II

Jeff Skelley founded Nations Homes II in 2000. Jeff has not been alone in the subsequent success of Nations Homes II. He has put together a great team that is hired for their expertise and proficiency.

## PAGE 29

### The Benefits of Interstate 73

How can we reduce congestion on the Grand Strand? Attract new industries? Create more year-round jobs with higher wages? Accommodate more tourists? The answer is simple: finish Interstate 73. In addition to these important needs, I-73 would provide an alternative evacuation route, which could save lives during a major hurricane.

## PAGE 30

### Backyard Retreats Across the Grand Strand

In this editorial feature we profiled five companies that can assist all of the Landscapers, Landscape Architects, Property Management Companies, Developers, Residential Builders, Commercial Builders and homeowners from anything to selecting the proper plants, brick pavers for your walkway or patio, installing an outdoor fireplace or kitchen to building a spectacular pool for relaxation and entertaining.

## PAGE 36

### The Power of the Myrtle Beach Metropolitan Statistical Area

Since 2014, the Myrtle Beach area has kept up its pace as the second fastest growing metropolitan statistical area (MSA) in the U.S. Made up of Horry and Georgetown Counties in South Carolina, and Brunswick County in North Carolina. The Myrtle Beach MSA offers a warm coastal climate, tax-friendly environment and tons of recreational options.

## PAGE 37

### 2016 HGHBA Annual Golf Tournament

The 2016 Horry Georgetown Home Builders Association's annual golf tournament will be held on Thursday, August 11th at the Legends Golf & Resort in Myrtle Beach. Team reservations & sponsorship opportunities are still available. Call (843) 438-4124 for more information.

## PAGE 39

### The 2016-17 Editorial Calendar for Building Industry Synergy

The 2016/2017 Editorial Calendar for Building Industry Synergy displaying the timing of upcoming issues and the topics that will be discussed.



## on the cover

Jeff Skelley (middle of front row) and the rest of the Nations Homes II team in front of their Myrtle Beach office located 5125 North Kings Hwy. Jeff takes tremendous pride in the professionals that he has assembled. He noted, "Not only is it important that we communicate well with our homeowners, but it is imperative that we communicate and work well with each other. After doing this for 37 years, I believe I have the best employees, the best team, that I've ever had." The company culture is founded on following the Golden Rule. This fosters a positive attitude, a good work ethic, and a uniform code of ethical conduct that is applied to the treatment of customers and colleagues alike.

## BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

2016 SUMMER

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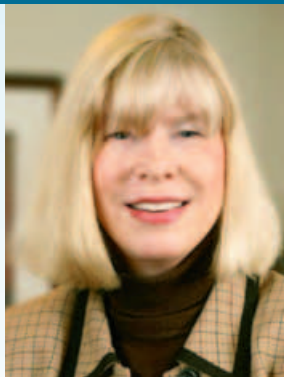
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**Press Releases:** Please send all information to [info@sc-bis.com](mailto:info@sc-bis.com)





# Horry Georgetown Home Builders Association Helps You Stay On Top In Your Industry

Denise Blackburn-Gay, APR  
President & CEO of Marketing Strategies



Knowledge is power and information is liberating. Staying on top of your industry is no easy feat. Your business is impacted by changes in regulations on both a local and national front. New technology and innovative techniques drive the trade and dramatically affect the methodology, timelines and profitability of your organization.

While there are numerous trade journals that furnish interesting information, and periodicals that provide a snapshot of both the political scene and the economy, nothing is quite as powerful as a local trade organization that addresses issues as they arise.

For decades, the Horry Georgetown Home Builders Association has been members' one-stop resource for news, advances in the industry, professional development, networking and events that tie the industry and the community together.

*Here's why membership makes sense:*

## Advocacy

Your local HGHBA supports legislation that has a positive impact on the home building industry. They work diligently to reduce regulatory barriers locally and

through their sister organizations, the Home Builders Association of South Carolina, HBASC, and the National Association of Home Builders, NAHB, representation is ensured at both the state level and on Capitol Hill.

## 3-in-1 Package Deal

When you join HGHBA, you automatically become a member of HBASC and the NAHB. Membership provides access to a wide range of benefits and services.

## Professional Education

From building construction, management principles or general business, the HGHBA offers professional designation and continuing education programs for your entire organization.

## Industry Updates

HGHBA members keep up-to-date with industry changes through workshops, seminars, special interest councils and periodic white papers.

## Marketing

Get noticed! Promote your brand through the annual Home Show, Home Improvement and Outdoor Living Show, Membership Tabletop Expos, and more.

## Networking

Membership meetings and special events provide valuable, member-only networking opportunities. Share ideas with like-minded professionals and do business with fellow members.

(Continued on page 8)



## Get the Best Interactive Solution for Your Home or Business!



- Always know what's happening at your property with instant text and email notifications
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## Leadership Opportunities

Serving on councils and committees boosts your visibility within the industry and provides the satisfaction of knowing that you are helping to shape the future of homebuilding in Horry and Georgetown Counties.

## Recognition by Your Peers and Envy from Your Competitors

In any industry, recognition and acknowledgement by peers is one of the highest forms of praise. The *Certified Master Builder Program*, offered through the HBASC, recognizes the best homebuilders in the State of South Carolina. We're proud to have six of those builders among our members!

## Member-Only Discounts

Your HGHBA membership provides valuable discounts and rebates.

## An Opportunity To Give Back

If you've ever worked on a *Home Builders Care* program, you know just how good it feels to give back. From ramps to entire remodels, from Christmas for needy children to fundraisers for homeless animals, the Horry Georgetown Home Builders Association cares for our community.

Now that you know the benefits, why wait? Support the industry that supports you! Visit [www.myrtlebeachhomebuilders.org](http://www.myrtlebeachhomebuilders.org) or call (843) 438-4124 and start enjoying the privileges of membership today. We'll see you at the next meeting on Tuesday August 16th in RIOZ!

## About Marketing Strategies

*Marketing Strategies, Inc.* is a member of the Horry Georgetown Home Builders Association and is proud to work with many of its members on projects that include web development, trade show services, marketing research, graphic design and public relations. The Myrtle Beach, SC agency offers well-rounded services to help start, sustain or boost your business. For more information visit [www.marketingstrategiesinc.com](http://www.marketingstrategiesinc.com) or call (843) 692-9662. ■



## Now Accepting Space Reservations For The 2016 HGHBA Home Improvement & Outdoor Living Show Issue Of Building Industry Synergy!



The 2016 HGHBA Home Improvement & Outdoor Living Show will be held the weekend of September 9th through the 11th. Building Industry Synergy's Show Issue will be mailed out to the building, development & property management industries, as well as all current HGHBA members the week before the show. This issue will contain the exhibitor map & list of all companies participating in this year's exciting show! The Building Industry Synergy Home Improvement & Outdoor Living Show Issue will be handed to every show attendee that enters the front entrance to the MB Convention Center that weekend.



The Deadline to Reserve Your Space in This Year's Issue will be Friday, August 5th, 2016

Call (843) 945-4452 or (843) 455-7975  
To Reserve Your Space Now!

Visit [www.BuildingIndustrySynergy.com](http://www.BuildingIndustrySynergy.com) or email [info@sc-bis.com](mailto:info@sc-bis.com) for more information regarding Building Industry Synergy (The Official Publication of the Horry Georgetown HBA).





## 2016 Calendar of EVENTS

### AUGUST

- 7 NAHB Fall Board – Miami
- 9 HGHBA Board of Directors Meeting
- 11 HGHBA Golf Tournament
- 16 General Membership Luncheon in Rioz

### SEPTEMBER

- 9-11 Home Improvement & Outdoor Living Show in the MB Convention Center

### OCTOBER

- 18 General Membership Luncheon in Rioz
- 21-23 HBA of SC State Convention in Charleston, SC
- 25 PRC Luncheon

### NOVEMBER

- 10 Fall Clay Tournament
- 15 General Membership Luncheon in Rioz
- 17 HBA of SC Legislative/Strategic Planning
- HBA of SC Board of Directors Meeting

### DECEMBER

- 7 HBA of SC Executive Board Meeting
- 8 PRC Luncheon
- 13 HGHBA Board of Directors Meeting

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



The new NAHB Student Chapter was inducted at the June 21st HGHBA membership meeting in RIOZ. This group is compiled of Junior and Senior High School students from the Academy of Technology & Academic's Construction Program.



The new HGHBA member inductees at the April 19th general membership meeting in RIOZ were (left to right); Michael Hughes with Southern Comfort Home Energy Solutions, LLC. Silverio Saias with Good Luck, Inc. & Trippett Boineau with Citizens One Home Loans.



The new HGHBA member inductees seen below at the June 21st general membership meeting in RIOZ were (left to right); Dewey Brunson with Best Home & Property Services, Todd Van Epps with Frontier Communications & Erick Droll with Got Granite Guys.

The new HGHBA member inductees seen above at the May 17th general membership meeting in RIOZ were (left to right); Geddie Norton with McCutchen, Mumford, Vaught, O'Dea & Geddie PA, Carl Martin with Monarch Roofing (Affiliate), Stephanie Bohardt with Monarch Roofing (Affiliate), Cary Creamer with Waterbridge Contractors & Fred Yafanaro with Unlimited Sanitation.



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Member of Assoc. of Professional Landscape Designers (APLD)

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# We're in business to keep you in business.



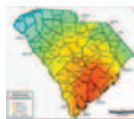
Responsible for more than two dozen modifications to the 2015 IRC: Saving thousands of dollars per house!



Defended small businesses and property rights across S.C. from further incursion from the E.P.A. and their expansion of jurisdiction of the "Waters of the U.S.:" Potentially saving more than \$270,000 per permit!



Your HBA is challenging "Special Legislation" that permitted an school impact fee (\$2500) to be paid by builders without adhering to state impact fee laws, which can severely impact affordable housing: Saving S.C. homeowners more than \$6.75 million per year!



Passed a budget proviso for state-specific high wind and seismic zone mapping: Over \$150 million in annual savings!

In 2016, the Home Builders Association of S.C. (HBASC) worked diligently to advance the issues most important to the S.C. industry and our members. The HBASC was actively engaged with more than 170 bills to promote and protect the vital work of homebuilders and developers across South Carolina. Our efforts included: building codes, protection from patent trolls, HOA reform, business license fee reform, local government policies, impact fees, stormwater and septic tank policies.

Our efforts have saved the home building industry more than \$400 million in 2016 alone.

Your HBA membership saved more than \$15,000 in added costs per new house in S.C.!

Your HBA influences government on all levels. Our goal is to protect affordable housing and to stop needless regulatory costs, which ultimately trickles down and effects everyone who works in the home building.

If you know of someone who makes their living in the construction industry, but is not a member ask them why. Keep our industry strong and ask that they join the HBA today to make sure they have a job tomorrow!



Your HBA membership MAKES a DIFFERENCE!



*For further information call the local HGHBA at (843) 438-4124 or email [rao@ghgba.com](mailto:rao@ghgba.com).*



## 2016 HABITAT FOR HUMANITY PROJECT IN CONWAY, SC



2016 HGHBA President,  
Rob Clemons.

As a proud member of the Horry Georgetown Home Builders Association, I am a believer in building our industry as well as building our community. When it comes to community building, there are a lot of things we can do to make our wonderful area an even better place. This year, I've spent time on things ranging from beach sweeps, to blood drives, to

fund raisers for charity. There are always opportunities to make a difference and as leaders in our community we just need to see where we can help.

One specific opportunity I would like to talk about is the Habitat for Humanity. Every year, amongst other things, the Habitat for Humanity works to build homes for families in need. Through charitable donations of material, labor and monetary contributions, they use these resources



HGHBA president, Rob Clemons, seen here presenting a donation check to the Director of the Habitat for Humanity, Carla Schuessler, on behalf of the HGHBA.

to build a home for a family that otherwise would not have a chance. An important part of the program is that the families that are selected to earn their new home pass a series of requirements ranging from completing class time, to putting sweat equity into the home. In this way, the program ensures that people that are both needing and willing to earn a home are given the opportunity.

Certain companies have been so generous as to fund and oversee the building of an entire house for a family for the Habitat for Humanity. However, such generous contributions are not the only



An example of a previous home completed through Habitat for Humanity.

way to make a difference. This year, I am helping the Coastal Carolina Association of Realtors with a Habitat for Humanity project involving a home to be built in the

Conway area for one of these wonderful families. We are currently generating donations for the project and would appreciate your help. Donations are tax deductible and will go a long way towards helping this family find the American dream of home ownership. The overall goal is to raise \$35,000 worth of money, labor or material. If you are interested in helping, please feel free to reach out to me at [Robert@DawolHomes.com](mailto:Robert@DawolHomes.com) or visit the donation page at [www.crowdrise.com/ccarbuildsahouse/fundraiser/habitatforhumanityof27](http://www.crowdrise.com/ccarbuildsahouse/fundraiser/habitatforhumanityof27).

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This is a great opportunity to make a difference and also get your company some recognition for its generosity. As members of the home building industry, we drive the economy forward everyday. It is a sometimes difficult, but always a rewarding process. Thanks for all that you do.

For further information feel free to call (843) 222-2422 or as mentioned above email [Robert@DawolHomes.com](mailto:Robert@DawolHomes.com).

Rob Clemons, Dawol Homes, Inc  
HGHBA President. ■





# Professional Concrete, Inc.

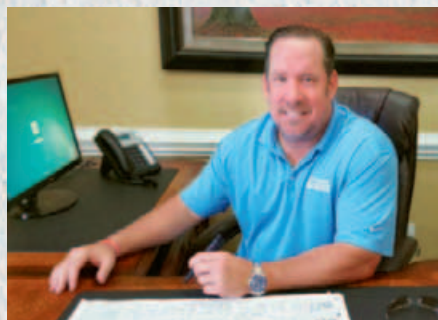
**Precision Professional Focus From Start To Finish. Serving Local Residential & Commercial Building Contractors Since 2000.**

by Sylvia Trembley



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

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



*Staton McIntyre, owner of Professional Concrete, Inc.*

Staton McIntyre, a North Carolina native, made the decision in 1990 to move to the Myrtle Beach Grand Strand area. His geographic relocation was inspired by educational pursuit with enrolling in Coastal Carolina University. This became a catalyst to learn and become involved in the SC coastal market. With an interest in the business of real estate and property development, Staton became a licensed SC Realtor. Whereas his business path ultimately evolved toward building and owning his own concrete company, Staton states he earned valuable real estate sales experience as well as furthering his knowledge of the SC coastal area.

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

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

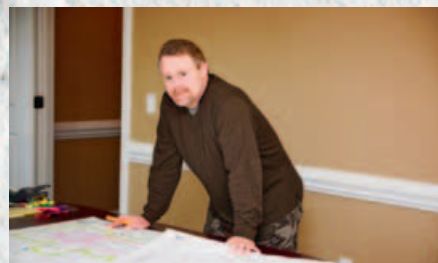
Through the years, he has stayed true to this vision with being appreciative of the opportunity to continue to work with reputable building contractors. Staton states *"Professional Concrete, Inc. is not too big for any company, always approachable and always available"*.

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



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

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

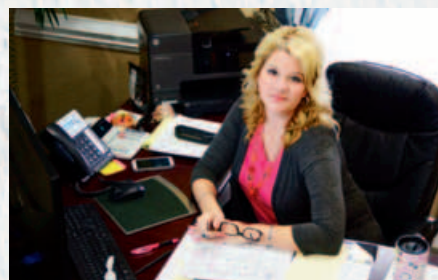


*Keith Suggs, Chief Estimator, reviewing project plans.*

Professional Concrete, Inc. business continues to grow working with more than 50 custom builders and 15 property management companies across the Grand Strand. Business relationships of trust and financial accountability are a part of the provided business plan. As a full service turn key company, Professional Concrete, Inc. requires no money out of pocket from the builder until the job is complete.

While expanding business resources, with continued involvement in local business organizations and always reinforcing their strong professional team, Professional Concrete, Inc. moved into their new office building at 1070 Redi Mix Road in Little River, SC in August of 2013. Key members of the business team include Business Office Manager Lori Suggs, Chief Estimator Keith Suggs and Kyle Russ, Business Sales and Marketing as well as Estimator. *"We care about our business reputation"*. It is evident, as well as proven through the years, Staton McIntyre and the Professional Concrete, Inc. team are an asset to the Grand Strand community providing an excellent product and service.

*For further information regarding Professional Concrete, Inc. or for a job quote, call (843) 399-1900 or email [info@ProfessionalConcreteInc.com](mailto:info@ProfessionalConcreteInc.com). Visit [www.ProfessionalConcreteInc.com](http://www.ProfessionalConcreteInc.com) to learn more.* ■



*Lori Suggs, Sales Estimator and Business Office Manager.*





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84 Lumber's Installed Sales Team has completed hundreds of projects in the southeast and throughout the United States including single family production homes, assisted living facilities, apartments, hotels, office buildings and mixed-use urban centers.



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

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**Trust.**



For further information call the  
local HGHBA at (843) 438-4124 or  
email [rao@hghba.com](mailto:rao@hghba.com).



***A builder's business lives or dies on his professional reputation.***

In the home building business of South Carolina, you're **known** for what you build. If you build a good, solid house and back it up with professional service, people will **come back** to you for more. If you don't, you're out of business. It's really that simple. But, as a **homebuyer** moving into a new neighborhood, you still **need** all the help you can get to separate the professionals from the amateurs.



***Check first with the Horry Georgetown Home Builders Association.***

Do not **guess** – start at square one. The people of the HGHBA know the ropes. They can help you find a professional builder, or give you the **information** you need to make an intelligent choice. The point is – a good, professional builder is more often than not a member of the HGHBA. For one very good reason.

***A professional wants to look their best in your new home.***

The HGHBA keeps a builder in touch with the latest innovations, the latest designs and the **latest** technology. It's an important link in on the nation's most important industries. It's a trading place of new ideas, and this knowledge is passed **along** to you – when you buy a new home.



***A professional builder helps in more ways than one.***

They can assist you with mortgage rates and financing **options**, decorating, **landscaping**, energy-saving **ideas** and more. A professional builder is there to **answer** your questions. They are your best friends **when** it comes time to turn their new house into your new home.

**A New Home.  
It's the best  
investment  
you can make.**



**"Building a Better Community"**



# NEW HOME PARADE SURVEY



From 1991 to 2010 the HGHBA's Annual "New Home Parade" was an extremely popular, successful event for our builder members to showcase their homes. Unfortunately, when homes sales were down, there were not enough new/spec homes and new model homes to make a parade feasible. With inventory increasing and the housing market improving the HGHBA Board of Directors is exploring the possibility of producing a "New Home Parade" the weekends of March 17, 18, 19, and 24, 25, 26, 2017.

If you have questions or are interested in participating email Dee Nesbit at [Dee.Nesbit@hghba.com](mailto:Dee.Nesbit@hghba.com) the following information:

- Yes, I am interested in the 2017 New Home Parade.
- I anticipate having the following entries in the parade:  
 \_\_\_\_ Single Family Home(s)    \_\_\_\_ Multi-Family Home(s)    \_\_\_\_ Model Home(s)

Please respond by July 30, 2016. Participation will determine if 2017 event takes place.

**Proposed New Home Parade**  
**Dates: March 17, 18, 19 and 24, 25, 26, 2017**

**Questions call (843) 438-4124 Ext. 2**  
**or email [Dee.Nesbit@hghba.com](mailto:Dee.Nesbit@hghba.com)**

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Date	Opponent
Sep. 3	at Auburn
Sep. 10	<b>Troy</b>
Sep. 17	<b>SC State</b>
Sep. 22	*at Georgia Tech
Oct. 1	* <b>Louisville</b>
Oct. 7	*at Boston College
Oct. 15	* <b>NC State</b>
Oct. 22	<b>OPEN DATE</b>
Oct. 29	*at Florida State
Nov. 5	* <b>Syracuse</b>
Nov. 12	* <b>Pittsburgh</b>
Nov. 19	*at Wake Forest
Nov. 26	<b>South Carolina</b>
Dec. 3	ACC Championship (Charlotte BOA Stadium)

\*ACC Conference Game  
Note Home Games in **BOLD**

**HEAD COACH DABO SWINNEY**  
[www.clemsonigers.com](http://www.clemsonigers.com)



Date	Opponent
Sep. 3	at Lamar
Sep. 10	<b>Florida A&amp;M</b>
Sep. 17	at Jacksonville State
Sep. 24	<b>Furman</b>
Oct. 1	*Charleston Southern
Oct. 8	*at Gardner-Webb
Oct. 15	<b>OPEN DATE</b>
Oct. 22	<b>CCSU</b>
Oct. 29	*at Presbyterian
Nov. 5	* <b>Monmouth</b>
Nov. 12	<b>Bryant</b>
Nov. 17	* <b>Liberty</b>
Nov. 26	<b>Hampton</b>

\*Big South Conference Game  
Note Home Games in **BOLD**

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



Date	Opponent
Sep. 1	* at Vanderbilt
Sep. 10	* at Mississippi State
Sep. 17	<b>East Carolina</b>
Sep. 24	* at Kentucky
Oct. 1	<b>Texas A &amp; M</b>
Oct. 8	* <b>Georgia</b>
Oct. 15	<b>OPEN DATE</b>
Oct. 22	<b>U Massachusetts</b>
Oct. 29	* <b>Tennessee</b>
Nov. 5	* <b>Missouri</b>
Nov. 12	* at Florida
Nov. 19	<b>Western Carolina</b>
Nov. 26	at Clemson
Dec. 3	SEC Championship (Atlanta Georgia Dome)

\*SEC Conference Game  
Note Home Games in **BOLD**

**HEAD COACH WILL MUSCHAMP**  
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# Exterior Products

There are many companies across the Grand Strand offering a variety of exterior products and services. This 2016 Summer issue will showcase 5 professional businesses who set themselves apart from the rest specializing in roofing, siding, stucco and seamless gutter installations. Each welcomes the opportunity to work with the Grand Strand's building contractors, property management companies, as well as residential and commercial property owners.

## SUNCOAST BUILDING PRODUCTS & SERVICES, INC.

*Specializing In Custom Seamless Gutters & Specialty Rain/Water Control Products*

by Susan Roush

Now a successful entrepreneur, Darryl Hill, Vice President and COO of SunCoast Building Products & Services, Inc. looks back to his business humble beginnings starting in a small garage.

Hill worked as a "Master" gutter installer for 10 years before he got the opportunity to pursue his lifelong dream of starting his own gutter and specialty products business.



Suncoast Building Products & Services owner, Darryl Hill (left) with his son, Zebulan (right).

So with a small business loan he purchased a machine, a trailer, a small amount of material, an amazing logo, and on

April 1, 1999, SunCoast Building Products & Services, Inc. opened.

Over the past 18 years, SunCoast Building Products & Services, Inc. has grown into a powerhouse small business and now proudly serves all of Horry, Georgetown and Brunswick counties, as well as surrounding counties and neighboring states.

Our success is attributed to skilled experienced workmanship, excellent customer service, and selling the best product at the best price. Our understanding of the principle of "customer satisfaction" keeps our contractors, home owners, business owners, and their referrals coming back year after year.

Lesley, Darryl's wife and business partner of 30 years, is the President and CEO of the company. She holds an associate's degree in science and has more than 20 years of education and experience in Sales & Customer service.



Over the past five years, Darryl and Lesley have proudly added their son Zebulan Hill permanently to the company. Zebulan, who is a graduate of Carolina Forest High School attended Horry Georgetown Technical Community College for two years and has trained as

an apprentice alongside his dad since the age of 15. He has earned, like his dad, an excellent reputation and has over 5 years experience in installation, sales, and service. This family-owned and operated small business has earned the reputation for its guarantee of excellent craftsmanship and customer service.

For further information call (843) 347-9993 or visit [www.suncoastbuildingproducts.com](http://www.suncoastbuildingproducts.com). ■



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## CONTRACT EXTERIORS

*A Reputable and Recognized Business for Home Exteriors*

by Susan Roush

New homebuilders and private homeowners have good reason to call Contract Exteriors for their installation expertise in roofing, siding, decking, and more. Randy Hann founded the company in 2009 after seeing the need for a more structured approach in contract work within the new construction and remodeling industry. This means, "Making sure you have all the certifications, proper licensing, all the correct training, and the right staffing." The core principle simply stated by Randy is, "We believe that technology, systems and processes are the way to achieve the consistency and quality levels that all our customers expect."

Attention to this principle has distinguished and separated Contract Exteriors from their competitors. Randy said, "We are the only contractor along the Carolina coast that has top designations from



*Contract Exteriors owners, William McCourt (left) & Randy Hann (right) in front of their new office under construction in Murrells Inlet, SC.*

manufacturers that are leading their industry categories." These designations include the GAF Master Elite Contractor for roofing, the James Hardie Elite Preferred Installer designation for siding, and the Platinum Pro Contractor for AZEK decking and railing.

Co-owner Will McCourt heads Sales and Marketing while Randy oversees Production. He said, "I believe we are one of the few companies that's heavily vested in using the latest technology for our scheduling, CRM, and estimating software." There is nothing left to chance at Contract Exteriors. Will added, "We are driven by our process and procedures to ensure that all of our



customers receive what they are expecting and paying for." For homeowners looking to sell, a 2016 cost vs value survey conducted by *Remodeling* magazine revealed that installing new siding, replacing the roof, and building a deck are among the top projects that can recoup 72% or more of the money spent when the home sells within a year. Selling aside, maintaining a home's exterior makes good economic and esthetic sense.

For homebuilders who collaborate with Contract Exteriors there are cost and timesaving benefits. Will said, "It's rare to find a company that can offer a builder the complete turn-key package for the shell of the house." This minimizes the time a builder's superintendent has to deal with the different trades, and helps control labor costs and eliminate expensive overtime.



*The new office for Contract Exteriors is almost complete. This office is located at 124 Elk Dr. in Murrells Inlet, SC. The Contract Exteriors team will be in the new office no later than August of this year.*

The Contract Exteriors team is optimistic about growth for themselves and new-home construction. The company currently has four divisions: Wilmington, Myrtle Beach, Charleston and Hilton Head. They are expecting to add three more divisions in major cities in the next year to continue to serve their building partners.

(Continued on page 18)



## CONTRACT EXTERIORS

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Their business practices garnered recognition from Remodeling magazine. Contract Exteriors is one of Remodeling Big50 inductees in 2016, recognized for raising remodeling industry standards through outstanding business ethics, quality work, and

commitment to customer experience.

Contract Exteriors is a member of several associations including area Chambers of Commerce, BBB, HGHBA, NAHB, and NARI, National Association of the Remodeling Industry. They also contribute

time and treasure to local charitable efforts.

Call (843) 357-9234 or visit <http://www.contractexteriors.com> to learn more about Contract Exteriors roofing, siding, decking, and other exterior products and services. ■

## SPANN RESIDENTIAL SERVICES, INC.

A Division of SPANN Roofing & Sheet Metal

Specializing in Residential Roofing, Shingles, Gutters

by Sylvia Trembley

Spann Residential Services, Inc. provides each residential property owner the benefits of best quality roofing products and a proper roofing installation system. As a 'preferred contractor', insured and bonded Spann Residential Services, Inc. professional team is committed to continued skill training and product knowledge to guarantee 100% customer satisfaction on every job.



Spann Residential Services project manager, John Campbell.

As a GAF Master Elite Roofing Contractor, Spann Residential Services, Inc. offers abroad selection of shingle and synthetic products.

Project Manager, John Campbell, states "It's personal. It is our goal, in working with the homeowner, to insure every detail of the project is discussed and agreed on in advance. From the initial free estimate to the final certified inspection, quality control is exercised throughout each part of the job process. Along with the homeowner's satisfaction and approval, a manufacturer warranty is provided with every job.

Ongoing professional product and service integrity is a top priority with Spann Roofing & Sheet Metal & Spann Residential Services, Inc. Active membership is maintained with Carolina Roofing & Sheet Metal Association Contractors (CRSMA), National Roofing Contractors Association (NRCA), the Myrtle Beach Area Chamber of Commerce as well as the Better Business Bureau. In addition to professional organization memberships, Spann Roofing & Sheet Metal Inc. takes pride in working with The United Way,



Habitat For Humanity and The Myrtle Beach Rotary Club. Also, the Myrtle Beach Herald has honored the Spann Roofing Company with earning the local award for 'Roofing Contractor Of The Year' for 6 years!

Spann Residential Services, Inc., a Business Division Specializing in Residential Roofing, Shutters & Gutters, is proud to maintain the outstanding reputation earned since 1957 by Spann Roofing & Sheet Metal in providing excellent products and services, 'no matter what the size of the job'.

For further information regarding Spann Residential Services call (843) 347-2220 Ext. 64 or email [John@SpannRoofing.com](mailto:John@SpannRoofing.com). Visit [www.SpannRoofing.com](http://www.SpannRoofing.com) to learn more. ■



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# S & S CUSTOM WALLS, LLC

*Building A Culture Of Excellence In The Stucco & Stone Business – A Career Destiny*

by Sylvia Trembley

James Mattingly, owner of S & S Custom Walls, LLC, defines a man realizing an 'American Dream' in working hard, loving what you do and making a positive difference.

In the early 1980s James Mattingly, a native of Kentucky pursued an opportunity in Metro Atlanta, Georgia with an established Exterior Insulation and Finishing System and Stucco contractor. This life changing moment shaped the future for James and his family. With 100% commitment to learn each and every aspect of the trade, James earned the skills of a True Craftsman. He knew creating his own stucco and stone business was his professional career destiny. S & S Custom



S & S Custom Walls, LLC owner, James Mattingly.

Walls, LLC was born in Georgia. With placing top priority on family as well as business, the decision to move to South Carolina was made in 2001. A primary influence in

choosing the right location for his family was shaped by James' wife's desire to live on the SC coastline.

The business goal of S & S is to accomplish the best job. *"Rather than focusing on volume, creating an excellent finished product and achieving satisfaction from the customer is what is most important. I gain friendships with every customer we work for,"* states James.

As a stucco contractor, products and services provided by S & S Custom Walls, LLC include working with Durock and ICF systems primarily, but *"there is nothing we cannot do if the customer has something unique in mind"*. S & S goes the extra mile ready to enhance a homeowner's dream with customized trim packages to fit custom design ideas. With a love for stone on stucco, S & S provides trained qualified masons ready to complete a fantastic job in creating each home as a one of a kind masterpiece. S



& S will also provide professional estimates on stucco repair jobs if cracks or holes appear in stucco or if the property owner decides to upgrade a stucco or brick product, which could include the addition of an outdoor fireplace or outdoor kitchen.

As a True Craftsman, James stays abreast of all innovative industry practice in regularly

(Continued on page 20)



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**EMAIL:**

**J.MattinglyStucco@yahoo.com**

**www. StuccoandStoneSouthCarolina.com**



attending seminars on stucco technique, technology and products. Along with providing well trained skilled crews, S & S personally offers a 1 year warranty on all labor and workmanship with the material companies offering 7-10 year product warranties. James guarantees “we stand by our product”.

As a ‘hands on boss’, James walks every

job. He is in the field 24/7 and is the ‘problem solver’. S & S does not broker out business. All work is done by crews with S & S Custom Walls, LLC. James handpicks his team and states in 18 years of business there has been very little turnover.

With love for his wife, his children and grandchildren and building his own successful business in mastering skills in

stucco and stone products, James Mattingly absolutely continues to live the ‘American Dream’. S & S Custom Walls, LLC is a member of the Horry Georgetown Home Builders Association & is located at 6548 Dick Pond Road in Myrtle Beach, SC.

For further information call (843) 236-0954 or visit [www.StuccoandStoneSouthCarolina.com](http://www.StuccoandStoneSouthCarolina.com). ■

## MONARCH ROOFING

*Much More Than Just A Roofing Company!*

(PLEASE SEE INSIDE FRONT COVER OF THIS ISSUE FOR FURTHER INFORMATION)

by Sylvia Trembley

MONARCH ROOFING lives up to their business motto promising each of their residential and commercial customers “You Deserve the Best!” Offered is an extensive selection of superior quality roofing systems in tile, slate, metal, and shingles to fit the need and desire of each unique customer. Continuing to stay current with design and trends, MONARCH ROOFING has taken their metal work to the next level now building custom Chimney Shrouds in house! With each roofing product, excellent warranties on both labor and materials are provided to offer every homeowner ultimate piece of mind.



Monarch Roofing owner, Martin Pettigrew.

### Architectural Style

Offering new cutting edge technology, Monarch Roofing makes it easier for you to decide which roofing material fits your homeowner's architectural style best. Now with the capability to view the shingle color and style finished product, your homeowner is able to make a confident decision their home will look exactly as they desire. With expanded styles and options to choose from, the roof selection process is fun and exciting.



Being able to see the difference a Designer Value Collection Shingle can make on property curb appeal is amazing!

### Why Choose Designer Value Collection?

GAF's selection of Timberline® HD® Shingles is always a great option on any budget. But, if you have a steeply pitched roof or a roof with unique architectural character, the homeowner may want to invest in one of the Designer Value Collection Shingles such as Camelot II®, Woodland®, Monaco®, Glenwood®, or Sienna™ to highlight the unique architectural feature. Regarding property value, The National Association of Realtors completed a study providing the fact choosing Designer Value Collection Shingles

could increase the value of your property by 7%.

### Why Should You Partner & Do Business With Monarch Roofing?

Monarch Roofing is within the TOP 3% roofers having earned the designation as a GAF Prestigious Master Elite Contractor. Their company has also received the Two Stars Presidents Club Excellence award. Professional accountability is top priority in carrying every certification along with providing continued training for the Monarch team.



### Giving Back To The Community

Monarch Roofing truly cares about their community. Developing programs like ‘Roofs for Troops’, ‘No Roofs Left Behind’ and other community outreach projects and sponsorships is a passionate business focus. Monarch Roofing gives multiple roofs to very





deserving Active or Retired Military and Service Members who are residents in our community every year. The opportunity is offered for military residents to submit their story to the Monarch Roofing website. A committee will review each entry and determine the most deserving recipient. However, it is Monarch's goal to try to provide assistance in some way to each military family who submits an entry. These Service Members and Military Personnel are the ones who will not ask for help even when they are in dire need. While Monarch



Roofing is actually replacing the roof on these homes, they reach out to other business' in the industry to help repair other areas of these homes. Past partners have been Carolina Cool, CRG Companies, Socastee Auto, Wraps Ink, Just Printing, MB Screen Printing & of course GAF. If you are interested in getting more involved with this initiative and would like to help in anyway, please contact Stephanie Bohardt, Marketing & Event Coordinator for Monarch Roofing at (843) 360-7384.

In addition, MONARCH ROOFING supports and participates in Breast Cancer Awareness, Habitat for Humanity, Veterans Housing Development Group, and are active members of the Horry Georgetown Home Builders Association, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association & Conway Area Chamber of Commerce.

To learn more about MONARCH ROOFING product and services, located at 3931 Mega Drive #4 in Myrtle Beach, SC 29588, serving Horry, Georgetown, Williamsburg, Florence and Marion counties, you may view [www.monarchroofing.biz](http://www.monarchroofing.biz) or call (843) 839-ROOF (7663). ■

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# NATIONS HOMES II

## *Delivering Exceptional Service & Value*

Jeff Skelley, founder and President of Nations Homes II, started building in the Myrtle Beach area in 1979, coming from a custom building background in Westchester NY and Pinehurst, NC. In the late 80s Jeff sold part of his home building business to two local businessmen and great friends. He and his partners grew their business through the 80s and 90s to become the 275th largest builder in the nation, building nearly 500 homes a year.

PHOTO © CHUCK GEE



Nations Homes II founder and president, Jeff Skelley, in the lobby of his Myrtle Beach office.

After many great years Jeff and his partners decided to sell to a public company at a peak time in the market. The company was sold, though they remained active in running the Myrtle Beach Division of the public company until they started Nations Homes in 2000. They pursued the development of communities for the next several years until the financial crisis hit. Jeff said, "When the production home building market crashed, I turned back to building custom homes, which is what I grew up doing." He added, "What I am able to bring to the custom home market from the production home market is the ability to buy appliances, cabinetry and fixtures directly from manufacturers, negotiate



volume pricing with sub trades, and shorten build cycles. Time is money.”

Jeff has not been alone in the subsequent success of Nations Homes II. He has put together a great team that is hired for their expertise and proficiency. He noted, “Not only is it important that we communicate well with our homeowners, but it is imperative that we communicate and work well with each other.” The company culture is founded on following the Golden Rule. This fosters a positive attitude, a good work ethic, and a uniform code of ethical conduct that is applied to the treatment of customers and colleagues alike. Jeff states, “After doing this for 37 years, I believe I have the best employees, the best team, that I’ve ever had.”

The Nations team includes an in-house design staff that utilizes 3-D CAD technology, unlike most home builders. Top-rate custom design is included in Nations’ building price.



*Interior Designer, Rhonda Eason (far left), representing Young Interiors, Inc. & the Nations Homes II two in house interior designers, Denise Oaks (middle) & Sarah Cardinal (far right) in the design center.*

Two interior designers have an in-house Design Center to walk homeowners through the entire selection process.

Results of the design and construction team’s efforts are

showcased in three furnished models. The Ocean Walk Cottages homes and model were designed in response to customers who want well-built, smaller custom homes that are slightly contemporary; they range from 1300 to



*Denise Oaks (left) & Sarah Cardinal (right) assist homeowners with the selection process.*



2000 square feet. The model at Pine Lakes Estate represents more traditional homes in the 2,000 to 4,000 square foot range. The top tier model can be viewed in the Villa Venezia section of the Grande Dunes, where homes range from 2,500 to 6,000 square feet. Jeff said, “These are just three models, but we’re building 20 to 25 custom homes at any given time all over the beach, from Georgetown to Brunswick Isles, and west to Conway. We have hundreds of plans to choose from, and our design team has created many award-winning homes.”

With all this activity, clear communication is paramount, and Nations Homes II uses BuilderTrend to coordinate this important component. Joe Lesko, Vice President of Sales and Marketing, explained, “This software program creates a portal for our customers on our website. We can add comments, carry out discussions, process change orders, and post progress photos.” Jeff added, “Not only are our homeowners using this,

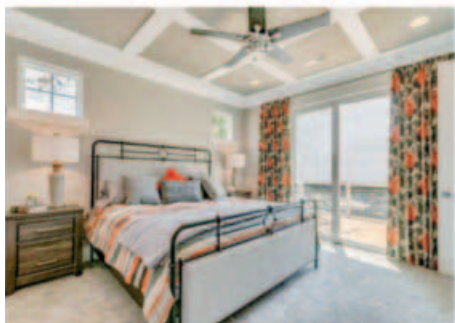


*The Nations Homes II ‘Pine Lakes’ model. Homes built on your lot or existing lot start in the high 200’s.*

but our subcontractors, superintendents and material suppliers all communicate together in one place on the selection and approval of materials and color choices going in the home. Every single person is on the same page – literally on the same page.”

Nations Homes II also engages the services of Guild Quality, an

independent survey company out of Atlanta. It contacts homeowners at three touch points during the process: after establishing a contract, midway through construction, and right after the home is completed. Jeff said, “This is a tool I use to ensure that the



*The interiors & exteriors of the Ocean Walk Cottages’ homes, priced in the low to mid 200’s for house/lot packages.*





*The interior of the 'Pachino' model in Villa Venezia Grande Dunes. Prices of the house/lot packages in Grande Dunes start in the low 500's.*





Nation's team is building great homes for these folks, and that people are happy."

Another important partner with Nations Homes II is the Realtor community. Jeff said, "We work with all Realtors closely. Sixty to 70-percent of our customers come through Realtors. They know that Nations Homes is going to take great care of their clients."

Among satisfied clients are Grande Dunes homeowners Andi and Jerry Crews, and Ann and Gary Lebsack, who are building in Wild Wing



PHOTO © CHUCK GEE



*Traci Miles (left) continues to be recognized as one of the leading Century 21 Realtors across the Grand Strand & the nation in terms of sales. She is an excellent example of the type of builder / Realtor relationships Nations Homes II establishes with the Realtor community. Traci is shown here with Nations Homes II representative, Kevin Surdyke, in the Myrtle Beach office.*

Plantation. The Crews and Lebsacks do not know each other, though they coincidentally came to Nations Homes II in much the same manner. The Crews had begun the process with another custom home builder, and due to a bad experience with a home representative they quickly walked away. The Lebsacks knew another couple who also turned to Nations Homes II after walking away from their original builder. In both cases the couples liked what they saw in terms of models and value. They especially appreciated features that are standard with Nations Homes II, but would cost extra with other builders.

Andi Crews said they met Kevin Surdyke, VP of Sales and Marketing at the Grande Dunes. "We just kind of clicked with him. We not only liked what we saw in the Nations model, but we liked what we heard from Kevin." Andi added, "We just got such a good feeling through Kevin, and he was representative of what Nations Homes stood for." They built in the Capri section of Grande Dunes, which they love for community amenities, the location, and the seclusion of their lot.



When asked why others should consider using Nations Homes II as their builder, Andi said, "I think they were very professional. They listened to what we wanted, which was extremely important to us." Jerry echoed that and added, "One of the things I said to all of them is that when I call you, I want you to call me back. I don't care about all the other problems you have. And every time I called, they called me back." The greatest joy about the experience was, "Finally getting in here and enjoying the fruits of our labors," said Andi. Their Grande Dunes home was built in less than 8 months. During that time the Crews were able to compare their experience with that of a daughter who was building with a luxury custom builder in Philadelphia. The experiences were very different. Their daughter did not get the same standard features from

her builder, "Or the courtesy" interjected Jerry. Kevin Surdyke said, "Our goal is to exceed our customers' expectations at every opportunity." They met that objective with the Crews. Andi said, "Nations was so willing to work with us. They wanted us to be happy."

Listening to and understanding needs was important to Ann and Gary Lebsack as well. They came to know Joe Lesko through their friends who had switched builders. Ann said that Joe spent time with them on the phone (they were living in Nevada) before meeting him around Christmas. Ann recalled, "Joe, and even Jeff the owner, spent a lot of time with us, getting to know what we would like in a house, talking to us about neighborhoods, available lots, and the area." Gary added, "Before we even signed a contract they spent time with us, they

were very helpful." The couple saw sites on satellite and in person, discussed whether the house would sit well on a lot, and worked through other details with Joe and his colleagues. Ann added, "They gave us their expert opinion on what it's like to build in this area."

The Lebsacks visited many neighborhoods and kept going back to Wild Wing Plantation. Along the way they changed their mind on the house plan after seeing a Nations Home II in Pine Lakes, which became their base plan. The couple has since moved from Las Vegas, and they broke ground in April. Ann said, "We're to the point that a lot is going on all of a sudden, so things are moving right along." They recently went to a homeowners' party in Wild Wing Plantation where soon-to-be-neighbors asked who was building their home. Ann said people

PHOTO © CHUCK GEE



Kevin Surdyke (left), Nations Homes II VP of Sales & Marketing in Grande Dunes, established a great working relationship with homeowners Jerry (far right) and Andi Crews. The Crews built in the Capri section of Grande Dunes. "We not only liked what we saw in the Nations model, but we liked what we heard from Kevin. We just got such a good feeling through Kevin, and he was representative of what Nations Homes stood for. I think they were very professional. They listened to what we wanted, which was extremely important to us," said Andi.





Joe Lesko (right), Nations Homes II VP of Sales & Marketing outside Grande Dunes, was very accommodating with new homeowners Gary (far left) & Ann Lebsack, who recently relocated to the Myrtle Beach area from Nevada. "Joe, and even Jeff the owner, spent a lot of time with us, getting to know what we would like in a house, talking to us about neighborhoods, available lots, and the area," said Ann. Gary added, "Before we even signed a contract, they spent time with us, they were very helpful." The Lebsacks ended up building in Wild Wing Plantation.

responded, "Oh, you'll be happy with it! Everybody we talk to is happy with their [Nations] home." The Lebsacks are projected to be in their home in August. Before long they'll be taking up golf at the community course, "That's on



the bucket list," Gary said.

Nations Home II offers something else – an additional eight-year warranty for homeowners' peace of mind. Given all these attributes: experience, services, warranties, referrals and recommendations, the Nations Homes II team believes they are an obvious choice among homebuilders. Jeff said,

"We work hard to make sure that homeowners get the best for their hard-earned money, and we build what we would like to live in."

For more information about Nations Homes II, visit [www.Nations-Homes.com](http://www.Nations-Homes.com) or call 843.449.8900. ■

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# INTERSTATE 73 A Pathway To Progress

by Brad Dean  
Myrtle Beach Area Chamber of Commerce  
President and CEO



As you're probably aware, our local community recently was named the second-fastest-growing community in the United States for the second straight year. Add to that the fact that tourism is exploding, with 18 million visitors having traveled here in 2015. More tourists and more permanent residents leads to more cars on our roadways. If you've driven any major thoroughfare throughout our community in recent months, you've undoubtedly witnessed the congestion this creates.

In addition to investing in infrastructure, we also need to diversify our economy. We can be thankful for the 83,000 jobs that tourism creates each year, but attracting new industries with year-round jobs will lead to sustained economic growth and higher earnings for local workers.

unprecedented level of economic growth and prosperity that will benefit future generations. And, the best part of I-73? State and federal agencies have approved this plan and recent studies show that tourists would gladly pay for most of this road with tolls.

So just what exactly would the construction of I-73 between Myrtle Beach and I-95 accomplish?

## KEY BENEFITS

- 7,700 jobs created annually for five years during construction.(A)
- 22,300 jobs created annually post-construction.(B)
- Total annual economic impact (using 2030 projections) of \$1.98 billion annually.(B)
- South Carolina will receive \$86 million annually in state tax revenues and local governments will receive an additional \$43 million annually.(B)
- Direct spending of construction will generate \$170 million annual household income.(A)
- Interstate will boost tourism in the Myrtle Beach area by as much as 1,000,000+ visitors annually, delivering an annual economic impact of \$900 million annually.(B)

- Travel efficiency will improve travel times by 28 percent.(B)
- Provides hurricane evacuation for 40,000 people and improves clearance time by 5+ hours.(C)

## Sources:

- (A) Coastal Carolina University study, January 2009  
(B) Chmura Economics & Analytics, May 2011  
(C) Atkins N.A., July 2012

Since 1938, Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The Association of Chamber of Commerce Executives has named MBACC the 2015 Chamber of the Year, and the U.S. Chamber of Commerce has awarded the chamber its five-star accreditation. 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 [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), or stop by our main office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



- ✓ 29,000 Jobs
- ✓ New Industry
- ✓ More Tourists
- ✓ Hurricane Evacuation

I73.com

So, how can we reduce congestion? Attract new industries? Create more year-round jobs with higher wages? Accommodate more tourists? The answer is simple: finish Interstate 73. And, in addition to these important needs, I-73 would provide an alternative evacuation route, which could save lives during a major hurricane.

By connecting S.C. 22 (Veterans Highway, aka the Conway Bypass) to Interstate 95, we can launch an



# Local Professionals Create Backyard Retreats Across The Grand Strand

Landscapers, Landscape Architects, Property Management Companies, Real Estate Developers, Residential Builders, Commercial Builders, as well as homeowners all need professional assistance in bringing their backyard retreat vision to life. A significant benefit gained when enhancing a property with an outdoor living space is increased financial property value. This 2016 Summer issue profiles 5 companies who provide product and services in all areas to complete the dream relaxation and entertaining outdoor living space. From selecting proper plants, choosing the perfect walkway or patio brick pavers, installing an outdoor fireplace or kitchen, building a spectacular pool and more, these industry professionals are ready to serve you.

## PALMETTO BRICK COMPANY OF MYRTLE BEACH

*The Best Brick On The Block – More Than Just Brick To Complement Any Exterior Landscape Project*

Palmetto Brick in Myrtle Beach represents over 20 brick manufacturing companies from 16 states and has the ability to provide brick from any manufacturer in the country. The local branch carries a complete line



Palmetto Brick's Myrtle Beach branch manager, Chad Redwine, in the showroom.

of masonry supplies, brick, pavers, block, sand, mortar, stone and all accessories.

The mission at Palmetto Brick is simple: to manufacture a superior product that combines the highest quality materials with top-notch

service. Every since their first brick came off the line almost a century ago, the company has strived to provide a level of customer satisfaction and product quality that's unparalleled in the industry and reflective of the company's deep, family-owned roots.

To Palmetto Brick employees, brick making is about more than the blending of clay and water. It's about building personal customer relationships and long-term bonds through an uncompromised standard of excellence. And that's something Palmetto Brick's Myrtle Beach branch brings to each of its clients every day, whether you're building a single residence or a public space to be

used by thousands.

Chad Redwine, Myrtle Beach market branch manager, invites you to tour the beautiful showroom located at 305 Greenleaf Circle.

Formerly known as Waccamaw Brick, the Myrtle Beach location gives you a chance to see so much more than just brick exterior



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contractors, landscapers & consumers will want to explore the brick landscaping options and other products that can assist in creating a beautiful environment to complement your home.

For further information regarding Palmetto Brick's many products and services call (843) 236-2121 or visit [www.PalmettoBrick.com](http://www.PalmettoBrick.com). ■

## SOUTHERN SCAPES LANDSCAPING & GARDEN CENTER

### *The Beauty Of Outdoor Living Space*

by Susan Roush

Jenna and Nick Hudson have the knowledge, energy and enthusiasm to design and install landscapes and outdoor living spaces. When the Hudsons opened Southern Scapes Landscaping in 2009, Jenna said, "We started by selling landscape materials. Our goal was always to grow into a garden center that would offer things not easily found, and



*Southern Scapes Landscaping & Garden Center owners, Nick & Jenna Hudson.*

to be a one-stop shop to meet customers' needs." Jenna's background is in teaching and Nick's is in custom-home construction. This gives them an innate appreciation for how important foundation and framework are to successful outcomes. Plus, Nick has been involved in landscaping since he was a teenager. He was mowing, planting, and tending to landscapes long before starting the business.

Four years after starting the company, Jenna left teaching to devote full-time attention to the garden center. Full-time for this couple essentially means 24/7 because there's rarely a moment that the self-described 'garden geeks' are not talking about the business and learning about new varieties of plants and products. Jenna said, "We love what we do; no two days are the same!"

The business has expanded in response to customer needs. Jenna said, "Very often



*The Southern Scapes Landscaping & Garden Center is located at 1310 Hwy. 501 in Myrtle Beach, SC.*

people wanted hardscaping to go with the landscaping. Rather than subcontracting and trying to incorporate another business, their schedule and material, we wanted to give customers the finished product that we can stand behind." Projects, such as walls, walkways and patios led to outdoor fire pits, fireplaces and kitchens. The Southern Scapes team is always mindful when it comes to "matching a design with a customer, to be able to say, 'that's so them,'" Jenna added.

They design four-season landscapes so there is always something interesting blooming or changing color, and they offer advice and tips for maintaining a healthy environment.



Builders, landscape contractors, and HOAs are among the customers that use Southern Scapes as a one-stop resource. Some palm trees can weigh up to 1500 pounds and it takes special equipment and know-how to plant them. Customers rely on Southern Scapes to plant, warranty and

(Continued on page 32)



### Your Local One-Stop Shop

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Visit Our Website:

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



provide proper care instructions.

Being South Carolinians through and through, it delights Southern Scapes when customers come in who have just closed on a house. After moving from a colder climate, one of the first things they want to plant is a

palm tree. The Southern Scapes logo with an iconic graphic and tag line, "Take Living Outdoors," invites customers to enjoy that lifestyle, and they proudly assist them in the pursuit.

*Southern Scapes Landscaping & Garden Center is located at 1310 Hwy. 501 in central Myrtle Beach. For further information on products and services call (843) 839-9148 or visit [www.SouthernScapesSC.com](http://www.SouthernScapesSC.com). ■*

## PALMETTO PAVERSTONES

### *From Block to Beauty in Hardscape Design*

by Susan Roush

Bryon Fletcher offers the total package in his product and himself. He's both creative and analytical and he brings knowledge, attention to detail, and quality workmanship to Palmetto Paverstones, Inc. Bryon began Palmetto Paverstones ten years ago saying, "I saw it as a new industry and I wanted to do something different – get out of the corporate world and work outside." His corporate past as an automotive consultant brought



*Palmetto Paverstones' owner & operator, Bryon Fletcher, at the site of one his completed Myrtle Beach projects.*

efficiency and profitability to the service side of dealerships. Byron said, "I always enjoyed dealing with people and creating a different way of doing business." His creative past



included owning a restaurant. Analytical and creative traits were practically a birthright coming from an artistic family and growing up in Toledo, Ohio, where fabrication and fixing were the crux of daily life.

Byron said that as few as 10 years ago there was one type of paver used for everything. The industry has evolved, though as Bryon said, "Paverstones are a pre-manufactured concrete block, and there's nothing sexy about it to the average person!" While the basic product might seem dull, the finished job is a marvel under Bryon's skillful direction.

Byron keeps apace with product development, to the point that he still wears his consultant hat to give R&D feedback to

engineers and producers (affectionately called blockheads). He said, "I take my industry very seriously; when the product can't do what the manufacturers say, that's the first call I make." Not all pavers are created equally, and it takes years of experience and application to know which ones are better for their intended purpose – be it driveways, curved walls or an outdoor kitchen. Another distinction of Palmetto Paverstones, is their contrary approach. Bryon said, "I always take the path of most resistance because I want my end product to look the best it can. There's no right way to do something wrong. That's what I preach to my guys; that's what we all live by." They can also sleep at night knowing the quality of their work will endure.



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[www.PalmettoPaverstones.com](http://www.PalmettoPaverstones.com)**



Palmetto Paverstones, Inc. has done sidewalks in Hilton Head, permeable streets in Charleston and high-end home hardscapes in North and South Carolina. A recent favorite project was a permaculture garden for private homeowners. Byron created a permeable system of pathways and access points so that when it rained, the water would

filter through the rock and travel under the garden beds.

Byron's business vision going forward is, "To bring market value to Myrtle Beach and make life easier for select designers and architects. To be a resource for them in terms of what materials can / cannot do within a landscape/hardscape design." He is certified

in every aspect of his trade.

For further information regarding Palmetto Paverstones' products & services call (843) 497-5827 or call Bryon directly at (704) 517-8028. You can also visit [www.PalmettoPaverstones.com](http://www.PalmettoPaverstones.com) or follow them on Facebook. ■

## THE GENERAL POOL COMPANY, INC

*Enjoy The Casual Elegance of Your Backyard Retreat*

by Susan Roush

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



*The General Pool Company, Inc. owners, Tommy Ashburn (right) & Troy Ashburn.*

The company constructs custom concrete Gunite pools and spas. "We build every one of our pools as if we were building it for ourselves," Tommy adds. Modern technology allows the company to offer clients the ability to use automatic control systems to operate all the pool and spa functions with a wall-mounted control panel, a hand-held remote, iPad or a smartphone. Some of the functions included are timers, lights, heaters, fountains, deck jets and waterfalls. A large percentage of the



(Continued on page 34)

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company's custom pools are now being finished with quartz plaster, which is a much harder substance and more stain-resistant than the traditional marcite (crushed white marble.) Salt generators are also being used to sanitize pool water, eliminating the traditional chlorine that, as most people remember, can fade swimsuits, bleach hair, and lead to red eyes and skin irritation.

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

Another popular way to truly accentuate your backyard retreat is with the addition of one of The General Pool Company's fantastic outdoor kitchens, fire places and fire pits. From the beginning of the design process the Ashburns will incorporate everything thing you need to turn your backyard into a true utopia. If you're looking for a new amazing pool or looking to change your backyard into an oasis that you never want to leave, The General Pool Company, Inc. can make that happen.

Tommy says many people think they cannot have a pool because of the size and shape of their lots, but most can because

concrete pools can be designed to fit any space. "Once they pick out a design, we can start working on their color choices," he says, adding that the company produces its own pool coping colors and considers color one of the key aspects of the project.

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

For further information regarding The General Pool Company call (843) 626-7283 or email [Pjsunim@sc.rr.com](mailto:Pjsunim@sc.rr.com). ■

## QUALITY POOLS & SPAS – LANDSCAPING & DESIGN

*THE COMPLETE SOLUTION – 'Everything Outside The Four Walls Of The Home'*

(PLEASE SEE PAGE 9 OF THIS ISSUE FOR MORE INFORMATION)

by Sylvia Trembley

**New Construction – Remodeling – Residential & Commercial – Contractor Pricing**

Offering a turnkey quality outdoor living experience is the guarantee provided each customer by Quality Pools & Spas, Landscaping & Design. In the mid-1990s, Bill Seay recognized the need and



Quality Pools & Spas / Landscaping & Design owner, Bill Seay.

opportunity to establish a FULL SERVICE POOL, SPA, HARDSCAPE, AND LANDSCAPING company along the Grand Strand. Bill's earned business expertise and interest in creating an "all in one" pool and landscape business was the foundation



A residential pool / landscaping project.

for Quality Pools & Spas – Landscaping & Design.

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

Relationships established through the years with building contractors such as NATIONS HOMES, ARTHUR

RUTENBERG HOMES, D.R. HORTON, R S PARKER HOMES, AND CREEKSIDE HOMES to name a few, is a key part of Quality Pools & Spas business. Providing all the components to complete an extraordinary outdoor living space includes courtyard design, in ground custom pools & spas, waterfalls, pergolas, paver decks and driveways, decorative retaining walls, gazebos, outdoor kitchens, fire pits and fireplaces, full landscape design and installation, complete irrigation systems and outdoor lighting.

Bill, with sons Drew and Kevin are joined by both Anne Seay and Jade Seay who are responsible for all office business as well





*A residential pool / landscaping project.*

as technical responsibilities. Adding key professional business skills and rounding out the solid core team, are Keith Alford, Vice President of Landscape Design and Jeffrey Jensen, Vice President of Installation, Dustin



*Keith Alford (right), VP of Landscape & Design with a customer in front of the residence in Grande Dunes where a full landscaping package was completed.*

Owens Service Manager, and Jim Farmer Manager of Pool Operations. Each person is an important key member of the family oriented business team of well-trained licensed and certified specialists.

Drew Seay relates the importance of all aspects of each job being accomplished 'by one company' providing better quality control and time management coordination. This provides the customer with ease of mind that the project is well coordinated and eliminating the need for them to coordinate with multiple sub-contractors. Going forward "we will continue to provide the best quality work as we fulfill people's dreams", says Drew.

As a State Licensed Level 4 Contractor

along with membership in the Association of Pool & Spa Professionals (APSP), SC Nursery & Landscape Association, Association Of Professional Landscape Designers (APLD), ICPI Certified & Stucco Certifications and Horry Georgetown Home Builders Association, Quality Pools & Spas – Landscaping & Design works with clients across the Grand Strand area, Florence, the Brunswick coastline up to Wilmington as well as into Charleston. For more information, you may call (843) 234-2665 & view gallery of products at [www.qualitypoolslandscaping.com](http://www.qualitypoolslandscaping.com)

*For further information regarding Quality Pools & Spas / Landscaping & Design call (843) 234-2665 or visit [www.QualityPoolsLandscaping.com](http://www.QualityPoolsLandscaping.com).* ■



*Drew Seay is very much involved in the day to day operations of the business.*



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# Industry Growth In A Rapidly Growing Community

by Morgan Dendy

*Director of Marketing & Public Relations*

*Myrtle Beach Regional Economic Development Corporation*



Since 2014, the Myrtle Beach area has kept its pace as the second fastest growing metropolitan statistical area (MSA) in the U.S. Made up of Horry and Georgetown Counties in South Carolina, and Brunswick County in North Carolina, the Myrtle Beach MSA offers a warm coastal climate, tax-friendly environment and tons of recreational options.

Because of this, people from all over the country are flocking to the coast, to make it their home and place of business. According to U.S. Census data, Horry County grew to over 300,000 residents in 2015. Georgetown County adds an estimated 61,000 residents, and Brunswick County has 123,000 residents. Combined the tri-county region, is home to nearly 500,000 residents. The community is growing at a rapid pace, and with that growth comes a critical need for sustainable jobs.

Residents between the ages of 25-45 years old are the second fastest growing demographic in the Myrtle Beach area. We are seeing a huge influx of young to middle aged adults and families coming to our coastal area, as well as new graduates from our local schools and colleges entering the local workforce.



1,270 students graduated from Horry Georgetown Technical College in Spring 2016.

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This spring, 1,100 students graduated from Coastal Carolina University. Another 1,270 students graduated from Horry Georgetown Technical College.

The companies MBREDC recruits and provides support to are required to create full-time, year round jobs that provide benefits to their employees.

Most recently the MBREDC announced the expansion of Executive HeliJet, an aviation maintenance, repair, overhaul (MRO) company at the Myrtle Beach International Airport. This company will create 75 new jobs to Horry County, which will pay an average of \$20 per hour.



*New business construction in Horry County continues to grow rapidly.*

Companies like Executive HeliJet, Accent Stainless Steel, Workman Cycles and BauschLinnemann NA create additional career opportunities and an alternative to traditional service industry jobs for the residents of Horry County.

The combined economic impact of the four companies listed above is over \$41 million. Together they will create approximately 250 jobs for the residents of Horry County. This is just a small example of the profound effect that industry growth has on a community.

To find out more about how you can support job creation and industry growth in Horry County, contact Morgan Dendy at [mdendy@mbredc.org](mailto:mdendy@mbredc.org). Also visit Myrtle Beach Regional Economic Development Corporation at [www.mbredc.org](http://www.mbredc.org) or call 843-347-4604. ■



*A group of BauschLinnemann employees. A local manufacturing company continuing to create new career opportunities in Horry County.*

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- KITCHEN / KITCHEN DESIGN
- BATHROOM / BATHROOM DESIGN
- MILLWORK ~  
Door / Window / Specialty Products

Space Reservation: August 5, 2016

Material Close: August 12, 2016

#### WINTER 2016

- HOME AUTOMATION ~  
Security / Home Theater
- INTERIOR DESIGN ~  
Window Treatment / Lighting

Space Reservation: October 14, 2016

Material Close: October 21, 2016

#### HOME SHOW 2017

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

Space Reservation: January 13, 2017

Material Close: January 20, 2017

#### MARCH / APRIL 2017

- FLOOR COVERING
- ENERGY EFFICIENCY

Space Reservation: March 10, 2017

Material Close: March 17, 2017

#### MAY / JUNE 2017

- PLUMBING INSTALLATION
- FINANCIAL~  
Residential Home Loans

Space Reservation: April 28, 2017

Material Close: May 5, 2017

#### JULY / AUGUST 2017

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

Space Reservation: June 16, 2017

Material Close: June 23, 2017

Each issue is direct mailed to target audience and  
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