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- 2016 HOME IMPROVEMENT & OUTDOOR LIVING SHOW
September 9th – 11th
Exhibitor List & Map
- SHOW SEMINARS & DEMONSTRATIONS
Schedule of Events
- DOORS • WINDOWS • SPECIALTY MILLWORK
- FAIR LABOR STANDARDS ACT
New Overtime Pay Rules
- KITCHEN & BATH DESIGN

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FRIDAY, SEPTEMBER 9

- 12pm Plant Now for Spring Color** – Gardening may not be something you will want to do after battling the environmental forces that plague gardeners during the summer. However, as the weather cools in the fall, many gardeners will want to get back into the garden and provide and provide their landscape with some new, vibrant plants. Fall is a good time to plant a variety of plants that will provide color through the winter and even into the spring. During this workshop, we will cover those plants that are ideal for the cooler weather of fall and winter, how to prepare your landscape for the winter and answer any nagging questions that may have arisen during the summer.
Presented by: Gary Forrester, Clemson Extension
- 1pm Solar 101** – Learn how solar energy systems work and what you can do to determine if harnessing the power of the sun is right for you.
Presented by: Nick Safay, Solar Program Outreach Coordinator, Santee Cooper
- 2pm Things to Know When Planning Your Outdoor Kitchen** – New products to use in your outdoor living space, from grills and outdoor refrigerators, fire-pits, space heaters and more. Framing problems with solutions and Cooking with Gas! *Presented by: Ford's Propane Gas, Inc.*
- 3pm Growing and Using Herbs** – 5 Herbs everyone should grown and how to use them. Highlighting common herbs that do well in the Low Country, recipes and food samples. How to grow, How to cook with, and How to use as medicine. *Presented by: Amber Bradshaw, Low Country Healthy Living*

SATURDAY, SEPTEMBER 10

- 12pm Local Pumpkin Caramel Bon Bon** – Culinary demonstration by Award Winning **Chef Geoffrey Blount**, International Culinary Institute of Myrtle Beach.
- 1pm "Finishing Touches: An Array of Accessories"** – Showcasing how with a few minor changes, you can create a whole new look. *Presented by: Wendy Willis, Kathleen Hamlin, John Grainger Hanna and Brian Hardee, Ethan Allen Interiors*
- 2pm Designing Four Season Landscapes** – Attend this workshop to learn which types of plants can enhance your outdoor living area during each season of the year. A diverse landscaping plan ensures that there is always something interesting, blooming, or changing color in your yard. *Presented by Jenna Hudson, Southern Scapes Landscaping & Garden Center*
- 3pm Chalk - Based Paint Demo** – How to refurbish and enhance furniture using chalk-based paint to create a new and different look. *Presented by: Wendy Kaczmarek*

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SUNDAY, SEPTEMBER 11

12pm How to Make Your Own Cleaners with Herbs – Class includes a detailed step by step demonstration how to make your own all-natural household cleaners, Products to take home and a recipe book. Learn to save 94% off your household supplies by making your own. *Presented by: Amber Bradshaw, Low Country Healthy Living*

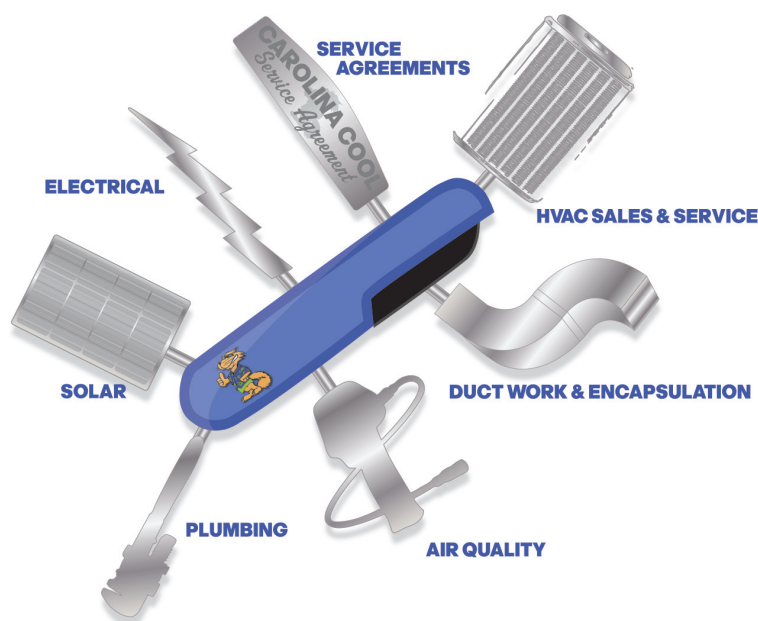
1pm "Introducing Santa Monica: More than a Place, it's a State of Mind – Ethan Allen's newest introduction featuring many new textures and fabrics, as well as the fabulous upholstery and case goods that make this West Coast line a perfect blend for the East Coast. *Presented by Sherri Austin and Helene Winter, Ethan Allen Interiors*

2pm Make the Perfect Apple Pie – Nothing says home like the aroma of apple pie baking. Attend this workshop and learn the secrets to baking the perfect apple pie. *Presented by: Charette Jupiter, Jupiter Pies*

3pm Meet the Author - Book Signing with Author Peter Warren – Murrells Inlet resident **Peter Warren**, the author of five novels, has recently announced the pending release date of his newest novel, **MURDER in Murrells Inlet**. Scheduled for release in early September, 2016, Warren's newest novel will make its public debut at the show.

As he has done with his previous two murder mysteries, Warren again stages his newest novel locally; using venues in Murrells Inlet, Pawleys Island, Myrtle Beach, and Surfside Beach as locations for scenes in his newest book. Ironically, one of those scenes takes place at the Myrtle Beach Convention Center.

If you have any questions regarding any of the above information, feel free to visit the HGHBA booth at the back of the show or call (843) 331-4840 anytime during show hours.



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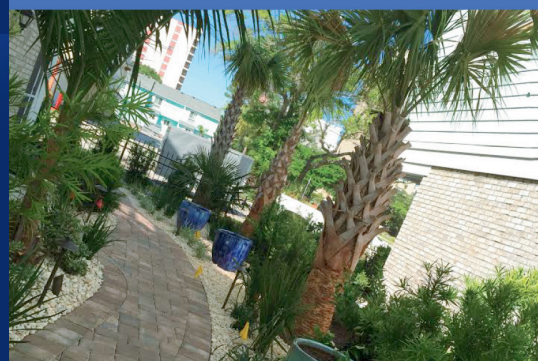
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Show Seminars & Demonstrations Three Day Schedule

The schedule for the three day event in the Myrtle Beach Convention Center September 9th – 11th.

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Online Building Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies seen in this directory.

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2016 HGHBA President Rob Clemon's Message To Show Attendees

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Kitchen & Bath Design

Swift Appliance, Brady Glass Solutions & Got Granite Guys have many of the products and services needed to assist with upcoming building or remodeling projects for homeowners, building contractors & property management companies.

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2016 HGHBA Calendar of Events

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

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QUALITY Pools & Spas – Landscaping & Design

Since 1997, Quality Pools & Spas – Landscaping & Design has strived to make the homeowners and building contractors overall experience and investment into their home a positive one.

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2016 HGHBA Home Improvement Show & Outdoor Living Exhibitor List & Map

The list of the exhibitors in the show in the MB Convention Center September 9th – 11th & a map of the booth numbers showing where each exhibitor can be found.

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D.R. Horton

D.R. Horton, "America's Builder," began as a local Dallas / Ft. Worth homebuilder in 1978. The company grew regionally and then nationally, breaking ground in the Myrtle Beach area in 1997. According to recent research from Real Estate Information Services, Inc., D.R. Horton has garnered nearly 20% of the market share in the Myrtle Beach region.

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Myrtle Beach Area Chamber of Commerce – Fair Labor Standards Act

The U.S. Department of Labor has published final regulations that will significantly increase the number of employees who must be paid overtime. These changes to the Fair Labor Standards Act, which take effect December 1, 2016, will impact businesses by requiring more overtime be paid.

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Doors – Windows – Specialty Millwork

Local new construction and remodeling contractors, as well as area homeowners have come to rely on 84 Lumber, Eastern Building Supply and Builders First Source for the majority of their doors, windows and specialty millwork selections and installations.

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Shopping For A Website?

Look for a firm or individual that has credentials--in this case, a portfolio. Better yet, look for a firm that is experienced in your industry.

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R.J. Corman Railroad Company Partnership With Horry County Awarded \$ 9.7 Million TIGER Grant

R. J. Corman Railroad Company of Nicholas, Kentucky, in partnership with Horry County, SC, was recently awarded a \$9.7 million transportation investment generating economic recovery (TIGER) grant from the U.S. Department of Transportation. The funds will be used for a rehabilitation project on R. J. Corman's Carolina Lines. The grant is titled Moving The Carolinas Forward.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

2016 FALL

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on the cover

John Caprio (right), VP of City Operations for D.R. Horton and Joe Viotto (left), D.R. Horton sales representative and licensed Realtor, in the company's Limestone neighborhood in the Arrowhead subdivision in Myrtle Beach. D.R. Horton once again was ranked the number one builder in the country based on volume. This is the 14th year in a row that *Builder* magazine has recognized D.R. Horton as number one. John said, "Even though we're the largest builder in the country, part of our business is decentralized. That allows us to sell the way we need to sell, and build the product we need to build to be successful." D.R. Horton currently offers four brands in the Myrtle Beach area. D.R. Horton, the namesake and largest product line can be seen in communities from Brunswick County, N.C. to Murrells Inlet, S.C. A new D.R. Horton community in Murrells Inlet, The Farm at Timberlake, is coming in 2017. Emerald Homes communities combine luxury and livability. Express Homes offer quality at affordable pricing, developed to attract first-time home buyers. The fourth and newest brand, Freedom Homes, caters to the active adult buyer, offering easy living and low maintenance.



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Visit us in Feature 1 September 9th-11th in MBCC



Welcome to the 2016 HGHBA Home Improvement & Outdoor Living Show

by Rob Clemons, 2015/2016 HGHBA President



Thanks for joining us at the 5th Annual Home Improvement and Outdoor Living Show for a weekend of family fun. At this September 9, 10 and 11 event, you will be able to see 200 exhibits with all sorts of home and garden improvement ideas. Also at the show, enjoy workshops, the Specialty Market Place, presentations by local talent and much more.

For those that are looking for ideas for their homes, you could not have come to a better place. While walking the endless aisles of exhibits, you will see almost every sort of improvement you could make to your home. Visit these professional showcases for information regarding the latest in lawn and garden, kitchen and bath, interior design, pool and spa, home maintenance, storm protection, energy saving improvements and other building

products. In this friendly environment, you can make a great contact while getting your questions answered, gathering information, and looking at sample products. For more information on the exhibits including patios, pools, lighting, decks, windows, sun rooms, and other areas, please check out the full show layout.

Throughout the show, you will also be treated to informative workshops and

demonstrations. Have a seat over at the workshop area and learn about planting techniques, solar power options, hot interior design trends and more. This is a great opportunity to ask the experts for their



(Continued on page 10)

Visit us in Booth 618 September 9th-11th in MBCC



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suggestions on various items in this interactive environment. Come back to the show each day to be treated to a new unique group of presentations. The full show schedule is located in the Home Show Guide.

Finally, remember that this show has local talent and other great members of our community to check out. Local author, Pete Warren will be debuting his new book and doing a Sunday book signing event. The Waccamaw Arts and Crafts Guild will have a full exhibit with arts, leather goods, wood crafts, jewelry, and decorations from these unbelievably talented artists. Coastal Animal Rescue is providing one of the best home improvements of all by adopting out some furry friends that would make

a great additions to the family. Then at the Specialty Market Place you'll enjoy taste testing and demonstrations for tasty items such as rolls, produce, local honey, Seafood gumbo and deserts. Mouthwatering is an understatement!

With all of this fun, there is nowhere better to be this weekend. Year after year, we here great comments from new and repeat visitors alike. We know you and your family will enjoy it as well. See you at the Show!

If you have any questions regarding the show, feel free to visit the HGHBA booth in the rear of the show or call (843) 331-4840 before the show or anytime during normal show hours. ■

Visit us in Feature 3 September 9th – 11th in MBCC

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Kitchen & Bath

Swift Appliance, Brady Glass Solutions and Got Granite Guys are three reputable Grand Strand companies providing homeowners, building contractors and property management companies professional kitchen and bath design solutions in home improvement, new construction, remodeling & renovation projects.

SWIFT APPLIANCE

From Wine Coolers to Complete Household Appliance Packages

by Susan Roush

VISIT THE PROFESSIONALS FROM SWIFT APPLIANCE IN BOOTH'S 719 & 602 SEPTEMBER 9TH – 11TH IN THE MB CONVENTION CENTER

The world of appliances has changed tremendously since harvest gold dominated kitchen color schemes. Swift Appliance is the place to see and learn about the latest technology and styles in household appliances. When asked the difference between shopping at Swift over a large home improvement center,

owner Nancy Swift said, "First of all, just the education alone. When you walk into our stores, we're going to ask the right questions, understand what you want, and make suggestions that will work." She gave an example of a customer who was resigned to accepting an electric range, after being used to cooking with natural gas. Nancy introduced her to induction cooktops, "It's got that great response like gas and delivers more consistent heat than electric."

Swift Appliance has two stores to serve residential customers, builders, contractors, and property managers with all their appliance needs. The first store opened in Mount Pleasant in July 2012. The new store, which carries twice the inventory, opened in Murrells Inlet in June 2016. The Murrells Inlet store is managed by son Kevin Swift. Both Nancy and Kevin agree, "A lot of times

we're a lot less expensive than the big stores." Nancy added, "For installs, if the appliance is not within [a big box store's] requirement, you have to hire another contractor," adding time and money to the original purchase.

Though stainless steel and white still reign for appliance finishes, Kevin said the Bertazzoni range offers specialty Ferrari colors – painted in same factory as the iconic car – bright red, burgundy, orange, yellow, and black. Kevin added, "Another company we just picked up is Smeg. They have 50s looking refrigerators with the retro curved shape."



Murrells Inlet general manager, Kevin Swift, in the showroom.

(Continued on page 12)

Visit us in Booth's 719 & 602 September 9th – 11th in MBCC

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Sales representative, Tim Morris (far left), in the Murrells Inlet showroom.

While appliances are under warranty, Swift Appliance handles service calls so they can track issues and advocate resolutions for customers. Nancy keeps a vetted list of technicians to service appliances once they are out of warranty.

For Kevin the best part of the business, besides working with family, is the ongoing training, and the interaction with customers on the floor or during installation. Kevin goes on installations with his father, Andy, a general contractor who originally got the family into the appliance business; it is a story worth hearing when you meet one of the Swifts.



The Swift Appliance showroom in Murrells Inlet is located at 5190 Hwy. 17 Bypass, just 2½ miles South of Waccamaw Community Hospital.

Whatever your appliance needs, from laundry to outdoor kitchens, Swift Appliance is a knowledgeable resource. As Nancy summed up, "Appliances are what we do best because that's all we do."

For further information regarding Swift Appliance products call (843) 299-1988 for the Murrells Inlet office or (843) 388-7283 for the Mt. Pleasant office. Visit www.SwiftApplianceSC.com to learn more. ■

BRADY GLASS SOLUTIONS

A Responsive and Experienced Resource for Flat Glass Needs

by Susan Roush

Brady Glass Solutions opened in June 2010 with one truck and two technicians, including the owner David Brady. Since then, David and Toshia Brady have marked their sixth year in business, which is backed by David's 17 years in the glass trade. Now Brady Glass Solutions has five trucks, 10 employees,



Brady Glass Solutions owners, David and Toshia Brady, in their Myrtle Beach showroom located at 3825 Wesley St. (Turn on Wesley St. next to the Meinke Car Care Center on George Bishop Pkwy.)

a showroom, and a workshop with equipment to fabricate insulated glass, among other products. The team has been driven by a basic principle: "We do what we say, and stand behind what we do," said David.

The company serves commercial and residential customers from Calabash to Pawley's Island and out to Conway; they will extend the service area for larger jobs. Brady Glass Solutions repairs, replaces, and services residential and commercial glass and mirrors.

Moving in 2015 to their larger site has enabled Brady Glass Solutions to expand productivity. David said, "We stock a lot of things, we produce our own insulated glass, we bevel our own mirrors, and we stock mirrors and table top glass. We can pretty much fabricate anything in-house, and we're very self-sufficient." The fact that they stock glass, and that David tries to get an estimate done within two days, means that homeowners and property managers can get window or door glass replaced within a week's time, which is a much quicker turnaround than normal. David added that they do order safety glass for large storefronts. They also handle sales and service for hurricane-resistant triple paned sliding glass doors that are made to withstand 135 MPH winds, and are able to absorb the impact from projectiles without the glass coming out.

For homeowners looking to remodel or



Brady Glass Solutions now fabricates their own insulated glass onsite.



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www.glassmyrtlebeach.com

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refresh bathrooms, Brady Glass Solutions offers custom shower enclosures, including frameless enclosures that give bathrooms a clean, contemporary look. They also provide a sample cleaning kit with glass wax and glass wax cleaner to help keep the enclosure sparkling clean. Beside clear glass enclosures, customers can view textured glass and different hardware finishes to complete the look they want. Custom beveled mirrors and glass shelving add refined touches to an updated bathroom appearance. Toshia, who manages the showroom and office, can assist customers in those selections as well.

Brady Glass Solutions offers free estimates, and stands behind the quality products they represent. They are fully licensed and insured.

For further information regarding Brady Glass Solutions products and services call (843) 957-2546 or visit www.GlassMyrtleBeach.com. ■

GOT GRANITE GUYS

Over 500 Granite Slabs & 60 Colors To Choose From

by Susan Roush

VISIT THE PROFESSIONALS FROM GOT GRANITE GUYS IN FEATURE 5 LOCATED IN THE FRONT LEFT OF THE MB CONVENTION CENTER SEPTEMBER 9TH – 11TH

Got Granite Guys owners, Erick and Cathy Droll, have been rockin' kitchens and baths since 2007. The Drolls keep everything in-house in order to have full control over quality and service; none of their work is subcontracted.

Got Granite Guys offers a rich array of

granite, along with quartzite, marble, and quartz for counter materials. Granite is still the lux choice when it comes to creating an upscale appearance that requires less maintenance than marble. Their stock is based on what customers want. Erick said, "Ninety-percent of the time we sell out of our own inventory." They buy first choice,

premium material and carry over 500 granite slabs and 60 colors. They also include kitchen and bathroom sinks to provide a complete job.

Cutting and finishing takes place in their on-site production facility. Erick said, "They've been cutting stone for thousands of years. It's actually a very simple process if you have the equipment, experience, and the people. We rely on our skilled craftsmen for their good work ethic and quality control."

Together, the team has over three decades of experience.

Got Granite Guys has worked with home builders and remodelers such as Dave Henn of Calibre Development, and Robert McCarley of Coastal Builders. They are not limited to residential work, though. Got Granite Guys' client roster includes Mike Reichenbach Ford Lincoln, Marina Inn at Grande Dunes, and the Law Office of Natasha M. Hanna, P.C. They have also worked with several restaurants, including Sir Pizza, 21 Main at North Beach, Indo Thai Sushi of



The professionals at Got Granite Guys welcome you to come view their selection of over 500 granite slabs in over 60 colors.



Owners, Erick and Cathy Droll, enjoy trips to personally select the most appealing granite patterns and colors for future deliveries to their Myrtle Beach location.

Myrtle Beach, and Tupelo Honey at Market Common.

Got Granite Guys gives as much thought and assistance to a client selecting granite for a large kitchen as a small top for a bathroom vanity. Erick said, "We consider ourselves just a mom & pop business. We're customer-oriented, and there's no smoke and mirrors – just do a good job and give the customer what they want." In return, the business brings satisfaction. Erick said, "I've probably done thousands of jobs, and I still get the same feeling of excitement as I did from the first job. On the install, you see the stone

come alive; you get excited with the customer."

To learn more about the differences between granite, marble, quartzite and quartz visit www.GotGraniteGuys.com.

For further information regarding Got Granite Guys products call (843) 294-3330, email Cathy@GotGraniteGuys.com or as mentioned above visit www.GotGraniteGuys.com. ■

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Got Granite Guys owners, Erick and Cathy Droll in their Myrtle Beach office located at 204 Prather Park Dr. (Heading south on Forestbrook Rd. towards Socastee turn left in to the 2nd entrance of Prather Park Dr. towards the end of road.)

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2016 Calendar of EVENTS

SEPTEMBER

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

OCTOBER

- 18** General Membership Luncheon
21-23 HBA of SC State Convention in Charleston, SC
25 PRC Luncheon
26 Education Program: Safety Pays – A Practical Approach to Safety on your Job Site

NOVEMBER

- 10** Fall Clay Tournament
15 General Membership Luncheon
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

FEBRUARY

- 10-12** Home Show in the MB Convention Center

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.



The three new HGHBA member inductees seen above at the August 16th general membership meeting in RIOZ were (left to right): Joe Orlando with GAF, Faith Adams with Residential Mortgage Corp. & Nancy Swift with Swift Appliance.



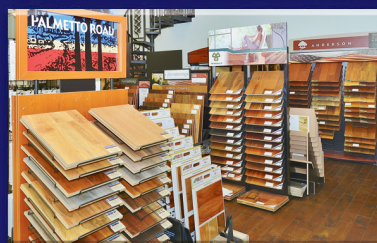
Senator, Greg Hembree spoke at the August 16th HGHBA meeting in RIOZ. Senator Hembree represents District 28 which covers Dillon and Horry Counties.



During the August 16th HGHBA general membership meeting in RIOZ, the 2016 HGHBA Golf Tournament Co-Chairmen, Gary Guyette with CK Supply (far left) and Martin Pettigrew with Monarch Roofing (far right) along with Stephanie Bohardt with Monarch Roofing Marketing (2nd from right) awarded Sue McKinney with the Barnabas Horse Foundation (2nd from left) with a \$4,338.00 donation check. This Foundation helps autistic children, abused individuals and veterans with coping issues through equine-assisted therapy programs. This money was raised through the 2016 HGHBA Golf Tournament on August 11th.

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QUALITY Pools & Spas – Landscaping & Design

Everything Outside The Four Walls Of A Home

VISIT THE PROFESSIONALS FROM QUALITY POOLS & SPAS – LANDSCAPING & DESIGN
IN BOOTH'S 721 & 800 SEPTEMBER 9TH – 11TH IN THE MB CONVENTION CENTER

Since 1997, Quality Pools & Spas – Landscaping & Design has strived to make the customers overall experience and investment into their home a positive one. They established as their main goal the commitment to deliver a finished project to the customer that exceeds all expectations throughout the process.



Owner Bill Seay came from a background of operations and marketing in customer service businesses and understands the importance of making your customer the biggest advocate for your company. “We understand that a major project like a new pool, a landscape installation or remodel, or a large paver install does not always go without unforeseen challenges and obstacles”, says

Seay. “But we make it our job to insure we deliver what the customer expected, on time and on budget.” “Our number one focus is to communicate clearly to the customer at every stage of the project – beginning to end. Communication is a key factor in our business.”

The above commitment is very evident with the experience homeowner's Jerry & Andi Crews had with Quality Pools &

Spas – Landscaping & Design. Jerry explains, “My wife & I were extremely impressed with Quality's crews & their overall professionalism & attention to every detail. They completed the entire landscaping for our home in Grande Dunes in Myrtle Beach, as well as the installation of our pool & pool enclosure. The installation process was very smooth without any issues. We spoke with owner,



Bill Seay, before the process began & told him that when our pool enclosure was complete we did not want even one mosquito in our pool area. Their installation team totally caulked & sealed the entire area & to this day we have not seen one pest in our pool area. Our pool has continued to operate at a high level & there have been no issues

to speak of. Quality Pools & Spas – Landscaping & Design is a fantastic company & I would highly recommend them to any existing or new homeowner looking for a professional pool installation.”

Quality Pools & Spas – Landscaping & Design was innovative in their approach to addressing “everything outside the four walls of the home” for the customer. Vice

President Drew Seay says “Where we saw a weakness was when the customer had to deal with multiple subs when handling projects like a pool installation to their home. With just a pool they had to deal with the pool contractor, a fence contractor, an irrigation contractor, and a landscape contractor. And if they wanted a specialty deck like pavers – which is our standard installation, that added another company for the individual customer to deal with. We evolved our company to the point where we can handle the entire project with the customer, giving them one person to rely on to get the job done on time, and on budget.”

Bill adds, “We already have the majority of the equipment on-site to complete most phases of a new or remodel installation. It just made sense to make the investment in people with the necessary skills to handle the additional trades

(Continued on page 18)





required to complete the project turn-key for a customer. We found that it saved the customer time and money in getting a project from design to completion.”

Project Manager Kevin Seay also notes that it helps the customer during the process when they want to make changes or additions to the process. “It makes it a lot easier for the customer to deal with one company when they want to change any piece of the overall project. They can deal with our project manager and that person can coordinate with the rest of the team for a smooth implementation of the change.”

Bill finds this approach to their business as a major plus to builders. “We work with many builders who handle the plans for the home itself, and then give us the responsibility of dealing with the customers for their exterior home needs. We handle the design for the landscaping, pools, hardscapes, fencing, lighting, and other elements such as pergolas, screened enclosures, and kitchens/fireplaces. Vice President of Landscaping Keith Alford

finds that this is one of the biggest value areas of Quality Pools & Spas – Landscaping & Design. “Customers going through the new home process are inundated with so many choices on the inside of the home that the outside can be the tipping point for them. We strive to make this a smooth process for them by handling all the design aspects of what will be a focal point of their new home or remodel. Our design software allows us to provide them with 3 D color images of what the final product will look like. Our selection process is set up to easily walk them through the options for pool features, landscape options, and outdoor elements.”

Nations Homes II owner, Jeff Skelley, has used Quality Pools & Spas – Landscaping & Design for many years & is quick to tell you that they are a great subcontractor for his Myrtle Beach based building company. Jeff explains, “ They handle all of the Landscape / Pool packages for our homeowners. It is very comforting to know that we can turn our

homeowners over to Quality & have confidence that they will be taken care of & receive a high quality landscape & pool installation. Our subcontractors are a direct reflection of our company & Quality Pools & Spas – Landscaping & Design provides the professionalism & integrity that Nations Homes II stands for. They would be a great choice for any builder in our area looking for a superior landscaping and / or pool contractor.”

The operations involved with a project is critical. Drew, Kevin, and Vice President of Landscape Operations Jeffrey Jensen make it their number one goal to insure that coordination is maintained throughout the project. Jensen handles the landscape and hardscape coordination and finds that this is a key component of what this company offers. Jeffrey explains, “We discuss each project at the onset to insure that all bases are covered. We want to make sure that if a project involves a pool, the landscape team is aware of the overall layout of the pool from the above ground layout, to what is underneath the ground.



This is important in setting up irrigation lines around pool lines, plant beds, and tree installations. We focus on details like pool lighting being coordinated with landscape lighting for maximum effect for the customer's finished project."

Quality Pools & Spas – Landscaping & Design is well versed to handle any size project. "Residential has always been a primary focus for our company for both remodel and new installations, says Bill Seay, but we also have a large portfolio of commercial work as well. We have built commercial pools, lazy rivers, and completed landscape installations for many communities and builders in the North and South Carolina area.

Commercial remodeling is a key component of the work Quality does. "We were one of the first companies in the area to introduce paver remodels on existing commercial pool decks to replace the old, worn-out concrete look of the past", continues Seay. "Our work can be found up and down the beach and it is an area we are extremely proud of. Major resort remodels have included complete pool and pool deck remodels, landscape renovations, and add-ons to existing resort features."

"We feel the future for the building industry is very positive for this area", says Drew Seay. "New growth is still driving this area, and many of the remodel

projects that were put on hold when the economy was experiencing a weak run has now turned and created a strong environment for growth."

"Our employees are trained that we have one goal which is to exceed each and every customer's expectation, no matter the size of the job" says Kevin Seay.

"Bill has a quote in his office that he shares with us quite frequently & is a motivating factor for our business " explains Keith Alford and Jeffrey Jensen. "It is from Colossians 3:23 and reads; *Work willingly at whatever you do, as though you were working for the Lord rather than for people.* That sets the standard for the way our employees understand their job



(843) 234-2665

www.QualityPoolsLandscaping.com





Exhibitor	Booth #
A Backyard Creation	716, 717, 804, 805
A/V Performance Innovations	831
AAA Blind & Shutter Factory	508
Advanced Water Systems	704
Affordable Granite	401
Affordable Luxury Awnings	710
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Exhibitor	Booth #
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Benjamin Franklin Plumbing	519
Benjamin's Bakery & Café	Market Place
Best Home & Property Services	Feature 6

Exhibitor	Booth #
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Big Sam's Italian Dressing and Marinade	Market Place
Blue Pup Bakery & Upcycled Pup	Market Place
Bluegreen Vacations	221
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EXHIBITOR LIST / MAP



ment & Outdoor Living Show

CONVENTION CENTER

er 10 (10am-6pm) • September 11 (11am-5pm)



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Carolina Gumbaya, LLC	Market Place
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Got Granite Guys	Feature 5
Grand Strand Health & Wellness	828

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KB Sunspaces - Aristocrat Awnings and Shade Products	809
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Xtreme Dry Carpet Cleaning	803
ZAP! Pest Control	105, 106

If you have a question regarding the location of any of the exhibitors or a general question regarding the show, please visit the booth next to the concession areas at the back of the show and a HGHBA representative will be there to assist you or you can call (843) 331-4840 any time before or during the show.



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Family Of Brands To Fit Various Lifestyles

PHOTO © CHUCK GEE

John Caprio (middle), Vice President of City Operations, enjoys visiting with homeowners, Jimmy & Terry Rosa, in the Rosa's home located in Tuscany in Myrtle Beach. "We liked the location, but we liked the builder more", says Terry. She remembers the final walk through on the morning of the closing. "Absolutely everything was done and that's what impressed me. This meant they had to get subcontractors on the same page for the same quality."

D.R. Horton, "America's Builder," began as a local Dallas/Ft. Worth homebuilder in 1978. The company grew regionally and then nationally, breaking ground in the Myrtle Beach area in 1997. According to recent research from Real Estate Information Services, Inc., D.R. Horton has garnered nearly 20% of the market share in the Myrtle Beach region.



by Susan Roush



The Brookhaven Townhomes in Tuscany.

John Caprio, Vice President of City Operations, said, "It's fantastic market share, which I think can be attributed to multiple things. First, we do our homework before we move forward on a property. Second, D.R. Horton is more committed than our competition. We have local leadership. Decision makers are here, whereas for most of our competition, Myrtle Beach is a satellite." John continued, "For me one

of the biggest things is our culture - we have fun. We enjoy each other's company, and our turnover is very low." Another positive John added is, "Don Horton, our founder and Chairman is very active. He comes here every 12 to 18 months to visit all of our projects. He and the rest of our executive team are so committed to what we're doing."

D.R. Horton once again was ranked the number one builder in the country based on volume. This is the 14th year in a row that *Builder* magazine has recognized D.R. Horton as number one. John said, "Even though we're the largest builder in the country, part of our business is decentralized. That allows us to sell the way we need to sell, and build the product we need to build to be successful."

D.R. Horton currently offers four brands in the Myrtle Beach area. D.R. Horton, the namesake and largest product line can be seen in



The Carrara neighborhood in Tuscany.

communities from Brunswick County to Murrells Inlet. A new D.R. Horton community in Murrells Inlet, The Farm at Timberlake, is coming in 2017. Emerald Homes communities combines luxury and livability. Express

Homes offer quality at affordable pricing, developed to attract first-time buyers. The fourth and newest brand, Freedom Homes, caters to the active adult buyer, offering easy living and low maintenance. A new single-family

PHOTO © CHUCK GEE



D.R. Horton's in house Realtors and sales representatives, Joe Viotto (right) and Monica Westcott, inside the MacKenzie model in Tuscany.

Freedom Homes section is coming to Tuscany in Myrtle Beach. Another Freedom Homes community is currently under development closer to Conway.

Regardless of the product line, John noted, “What’s most important is we build what people want: floor plans that work for people’s lifestyles at prices that get people excited. We’re not the least expensive builder, and we’re not the most expensive builder; we feel like we’ve got the right fit, and I think that’s why we’ve had so much success.” Marketing Coordinator Sara Umberger added, “We try to be ahead of the curve, and we have people designated to do the research on what people want.”

The local D.R. Horton management team also listens to the field. John said, “About four ago we went through a revamp of our entire lineup. We asked for feedback from all the sales people in our division: Myrtle Beach, Hilton



The Crepe Myrtle model in Seabrook Plantation.

Head, Savannah, Charleston and Wilmington. We took the feedback on how people are living today and tweaked almost every single plan. We changed a lot of the kitchens, for example, because people wanted a

bigger counter-level island.”

Homeowners that can attest to the value of a good floor plan are Sharon and Pat McInerney and Terry and Jimmy Rosa. Both families love the open concept of their homes in two



The amenities center with pool in Seabrook Plantation.



D.R. Horton's Limestone neighborhood in the Arrowhead subdivision in Myrtle Beach.

different sections of Carrara at Tuscany. The McInerneys moved from Michigan and had never heard of D.R. Horton. They were referred to real estate agent Monica Westcott, a sales representative for the company. Sharon said, "I have to give her kudos because they didn't have any properties that I was really interested in; I wanted a view. Monica reminded me of this whole [newest

Carrara] section that opened up and said I could pick out any lot I wanted that was on the water, and that clinched the deal. It's a very nice view, very pretty." Sharon also appreciates the way houses are set on the lots. "They've angled them so you have privacy." Sharon also credits Monica for sending pictures and keeping them informed throughout the building process since

she and Pat were still in Michigan when construction began.

With the Rosas, they chose D.R. Horton first and Tuscany second. Terry Rosa said, "For the last 10 to 15 years, D.R. Horton was a familiar name to us in Raleigh and in Florida. We knew the company was a reputable builder." The Rosas looked at other builders, but kept coming back to Tuscany. Terry added, "We liked the location, but we liked the builder more. For the tail end of our buying experience, it was an awesome experience, and it was very easy." They purchased a home that had already been built, but to which they requested upgrades prior to finalizing the sale. This was the fourth new home the Rosas have purchased, and the one in which they will begin to enjoy retirement.

Terry said, "When you do the walk through you have this gulping fear that 'this is not going to get done.'" She said the supervisor put tape on all the things that had to be done and Terry thought there was no way it was going to get



The interior of the Harbor Oak in Limestone.



The interior of the Eaton model in Tuscany.

PHOTO © CHUCK GEE



The master bedroom suite in the MacKenzie model in Tuscany.



The interior of the Litchfield model in Tuscany.

done in seven days. On the final walk-through the morning of closing, Terry remembered, “Absolutely everything was done and that’s what impressed me. This meant they had to get subcontractors on the same page for the same quality.” Terry also gives credit to Monica Westcott and the company for their on-going customer service.

Besides loving their homes and lake views, the McInerneys and Rosas enjoy the lifestyle at Tuscany. Sharon named some of the amenities, “We have a beautiful swimming pool, the lazy river that’s being built, and they’re supposed to build another pool, and then they have a clubhouse and 2,000-square-foot fitness center and tennis courts.” Terry and Jimmy also enjoy riding their bicycles and walking around the neighborhood, and the relaxed friendliness of the community.

Sara Umberger mentioned the convenience of one-stop shopping with DHI Mortgage and DHI Title, affiliate



The master bedroom suite in the Litchfield model.

companies offering mortgages and title insurance. Sharon McInerney said they had shopped mortgages and found the DHI rate was favorable, and that using them made the process a bit easier.

Summing up, John said, “I think

D.R. Horton is America’s Builder because we’re an everyman builder. We consider people’s lifestyles; we consider their needs and their wants. D.R. Horton is the best mixture of quality, value, and customer service. We don’t



PHOTO © CHUCK GEE

The design center in Tuscany. D.R. Horton's in house designers, Grace Gilson (left) and Stephanie Martin.

PHOTO © JONATHAN RICHEY



The Tuscany amenities center with pool.

have the mentality of volume, even though we do volume; we treat people like family.”

Beyond building communities, D.R. Horton is involved in the larger community. They host blood drives for American Red Cross and have raised money for Fostering Hope. Staff also painted the Boys and Girls Club of Myrtle Beach, gave it fresh curb appeal, and cleaned up the playground. John serves on the Board of HGHB as Secretary and Treasurer. ■

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MYRTLE BEACH AREA CHAMBER OF COMMERCE



FAIR LABOR STANDARDS ACT New Overtime Pay Rules December 1, 2016 Take Effect

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

A major change is coming your way! Begin now to prepare for the new overtime pay rules. The U.S. Department of Labor has published final regulations that will significantly increase the number of employees who must be paid overtime. These changes to the Fair Labor Standards Act, which take effect December 1, 2016, will impact businesses by requiring more overtime be paid. This triggers broad reclassification of current positions and prompting increases in some current salaries.

(Continued on page 30)



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It is worth noting Myrtle Beach Area Chamber of Commerce did not support these changes. We believe it will harm the employees it is meant to help.

Here are a few key changes that could impact your business:

- The minimum annual salary required for full-time workers in the executive, administrative and professional (EAP) categories to be exempt from overtime is \$47,476 (Example \$913 per week). If an employee in these categories makes less than this amount, they will qualify for overtime. The previous required salary amount was roughly half that amount. This means many employees who were previously considered exempt from overtime will now qualify.

- The minimum salary level for highly compensated employees to be exempt is now \$134,004. This is a 34% increase from the current level.
- Up to 10% of the annual EAP salary earnings can be met with nondiscretionary bonuses, incentives and/or commissions paid on a quarterly or more frequent basis. Annual bonuses do not count.
- The outside sales exemption still exists. This prevents some sales positions to be exempt from overtime without consideration of the minimum annual salary.

To protect your business and employees, now is the time to start preparing for the FLSA changes.

1. Review all employee classifications.

Especially those employees who are earning less than the new minimum for administrative, professional and executive categories. Some businesses may choose to simply bump up their annual salaries and avoid overtime altogether (albeit at a higher cost to the business). However, this is impractical or impossible for some businesses. Others may need to consider their labor management policies to curtail unanticipated overtime costs.

2. Review all job descriptions to ensure all duties and responsibilities accurately reflect the job and are in line with the new regulations.
3. Communicate any change in employment status to your employees. Changes in status could lead to unanticipated



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consequences in the workplace (such as disappointment about having less flexibility with their schedules as nonexempt employees). So be proactive in handling this with each of your employees.

4. Seek counsel from experts, including local attorneys and human resource professionals.

5. Learn more about the Overtime Pay Rules at dol.gov/whd/overtime/final2016.

For more information on how you can put the power of MBACC membership to work for you, call (843) 626-7444, visit us at MyrtleBeachAreaChamber.com, or stop by our office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



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Raymond Goodman, local Myrtle Beach market sales manager, received 84 Lumber's 2015 award for Top Sales Manager of the Southeastern Division.

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Windows: For 60 years, 84 Lumber has been providing unparalleled service and expansive offerings to professional builders and dedicated do-it-yourselfers nationwide. We offer custom window lines including; Anderson, Jeld-Wen, Ply Gem, and more. Visit 84lumber.com to find a store near you.

Exterior Products: 84 Lumber has all of your exterior product's needs. We offer a



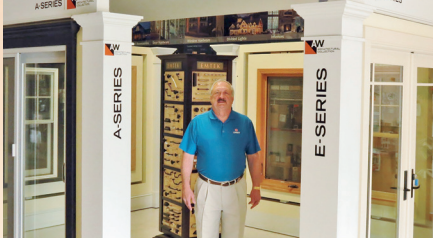
For 60 years, 84 Lumber has been providing unparalleled service and expansive offerings to professional builders. Our more than 250 locations across the country ensure we've got all of your building materials needs covered, from lumber to name brand windows and doors; custom millwork to components plants manufacturing trusses and wall panels; kitchen and bath design studios to turnkey installed services.

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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Raymond Goodman in the Myrtle Beach showroom which features Andersen Windows & Doors.

large variety of materials including siding, roofing, and engineered wood products, as well as, packages for decks, playsets, garages, pole barns, and more. Visit 84lumber.com to request a quote for your next outdoor project

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You can reach the local Myrtle Beach office at (843) 445-2984 or email local sales manager, Raymond Goodman, at PC1@2410.84Lumber.com.

Visit www.84Lumber.com for more information. ■

EASTERN BUILDING SUPPLY

A Richards Company

Big Enough to be Competitive & Small Enough to Care

by Susan Roush

Builders and contractors have relied on Eastern Building Supply for windows, doors,

and other exterior products for more than a decade. The company was previously known as Eastern Aluminum Supply, and Larry Hacker was the General Manager. Prior to the company being acquired in 2015 by Richards Supply Company, Larry decided to get out of the office and become the company's outside sales rep, essentially



Myrtle Beach branch manager, David Jimison, in the Eastern Building Supply showroom.

remaining the face of the company. "That's a blessing," Branch Manager David Jimison said, "he's very well-known and respected in the

market place." About a year ago, Jody McAfee joined as another outside sales rep to keep pace with the company's growth.

Eastern Building Supply has a lineup of low-maintenance exterior products that include windows, doors, gutters, siding, hand rails, stone veneer, and decking. David said their niche is to cater to smaller and middle size builders and contractors, "Which we love

(Continued on page 34)



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Eastern Building Supply's outside sales representatives, Larry Hacker (left) and Jody McAfee (right).

because the big guys out there lose them on the radar. The smaller guy needs help too. So whether you build 10 or 200 we got it."

David continued, "For windows we carry multiple brands from every end of the spectrum - any kind of residential window - from vinyl, wood, to aluminum clad." On the door side, Eastern Building Supply has its own door shop at their branch in Goldsboro, NC. They make private label exterior hinged entry doors. One of the advantages to builders and contractors is the possibility of a quicker turnaround for these doors. The selection of door styles, finishes and stains will suit a range of home exteriors from contemporary to craftsman style.

Cabinets are another product that has been added to the wholesale supply lineup. The cabinet lines are geared more to the remodeling sector, and again there's a range of price points.

Of the acquisition by Richards Supply Company David said, "It has actually been a great thing. They introduced roofing and got us to that market here and made us stronger." Strong enough that Eastern Building Supply will be expanding their fleet of boom trucks in the near future. They carry materials for both residential and commercial roofing,

including IKO, the world's largest manufacturer of asphalt shingles.

In David's 18+ years in the building supply industry he has noted the changes. He said, "It's become more competitive. There are a lot more options and a lot more things to learn." David added that Eastern Building Supply distinguishes itself in the industry by being, "Big enough to be as competitive as anybody, but small enough to care." He added, "Our focus is trying to make business easy by taking care of the customer." The fact that Eastern Building Supply's staff has decades of combined experience gives them the knowledge and experience to take care of customers in the most seamless manner possible.

Eastern Building Supply is centrally located in Myrtle Beach at 1100 Campbell Street. For further information call (843) 839-3006 or email MB branch manager David Jimison at Djimison@EastAlum.com. You can also visit www.Richards-Supply.com. ■

BUILDERS FirstSource

FirstSource For Service, FirstSource For Quality, FirstSource For Value

by Sylvia Trembley

PLEASE SEE BACK COVER OF THIS ISSUE FOR MORE INFORMATION

"Builders FirstSource primary focus on new construction creates our defined customer base" states local Market Sales Manager Joe Pezzullo. "Our continued effort

and focus placed on the growth of in-house manufactured products inherently allow us to control the quality, timeliness and accuracy of the distribution process, with less reliability on outside vendors to determine our ability to satisfy our customer's needs". "We currently manufacture our own Floor and Roof Truss, Wall Panels, Interior and Exterior Doors and Box Stairs". Joe states "Builders FirstSource manufacturing capabilities, coupled with the wide range of products in-stock locally, are second to none in the market, offering as close to a 'one stop shop' as there is in the area".



Myrtle Beach market sales manager, Joe Pezzullo, in the Conway, SC lumber yard located at 651 Century Circle behind Lowes on Hwy. 501.

Builders FirstSource has built strong relationships with skilled subcontractors to provide installed services for some of the products they sell, to include whole house framing, windows and doors, James Hardie siding and interior doors, trim and hardware. By combining installation services with high-quality building products and management of the project, Builders FirstSource takes pride in providing a turn-key service which allows the Builder to turn his management focus to

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other areas of his construction project.

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

Builders FirstSource has distribution centers located in Conway, Pawleys Island and a professionally manned Millwork Showroom in Myrtle Beach. They have local specialists available to work with customers and their homeowners on more complex



The Builders First Source Conway, SC branch manufactures their own interior and exterior doors.

millwork and structural truss and wall panel projects. Joe further states "some of our Builders FirstSource professionals have been working for our company as far back as the late 1970s and early 1980s, longer than most of our competitors have been in business in this market".

Builders FirstSource strives to stay

abreast of the continued evolution of building products, changes and utilization of technology, awareness of the developments in 'Green' building and other growing trends" states Joe. Builders FirstSource acquisition of ProBuild took place in August of 2015. "We are extremely excited to combine the strengths and business synergy of two strong market leaders" says Joe.

Builders FirstSource has three Horry & Georgetown business locations at 651 Century Circle, Conway, SC, 4916 Hwy 17 Bypass, Myrtle Beach, SC & 226 Tiller Drive, Pawleys, SC. To gain more information about the benefits of partnering with Builders FirstSource call (843) 347-7866, email Joe.Pezzulo@bldr.com or visit www.bldr.com. ■

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Denise Blackburn-Gay, APR
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I detest ads for do-it-yourself websites. They make it sound so easy and fast. Choose a template, add a few photos, a bit of copy, and you have a beautiful website that ranks high among the searches. Trust me. It's not like this. Numerous customers have approached us asking us to 'fix' their \$199 dream purchase. The iPhone photos that they would like to use are not the right size or resolution. The verbiage that their brother-in-law wrote doesn't make sense, and at this rate, the website will never get done, not to mention rank...anywhere.

The words of wisdom passed along by your mother, "If it seems to good to be true it probably is," are once again spot on.

While I'm not telling you that our firm is the only one that builds websites, I am telling you to do your homework. Here are some suggestions on how to get started when shopping for a new website.

1. Avoid ads for websites that contain phrases like: 'Build Your Own', 'Just Three Easy Steps,' etc. Unless you are an experienced web developer that just wants to have a little fun, save your time and money.
2. Look for a firm or individual that has credentials--in this case, a portfolio. Better yet, look for a firm that is experienced in your industry. While you will always have to explain what makes your firm unique, you won't have to start by explaining your industry or the niche that you serve. Ask to see examples of their work.
3. Know what you are looking for. Websites come in all shapes, sizes and price ranges. Streamline the process by doing a little research before meeting with the professional. Have an understanding of what you want your website to accomplish. Look online for sites that you like. Even those that are not in your industry will provide the developer with an idea of the 'look and feel' you are after. Aside from what you like, put your customer first. Great looks are important, but making your website user friendly is even more important. If customers can't find what they are looking for, your site is

(Continued on page 38)



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Partnership With Horry County Awarded \$9.7 Million TIGER Grant

by Josh Kay
*President & CEO, Myrtle Beach Regional
Economic Development Corporation*

R. J. Corman Railroad Company of Nicholas, Kentucky, in partnership with Horry County, SC, was recently awarded a \$9.7 million transportation investment generating economic recovery (TIGER) grant from the U.S. Department of Transportation. The funds will be used for a rehabilitation project on R. J. Corman's Carolina Lines. The grant is titled Moving The Carolinas Forward. A Rural Freight Rail Project and its focus is to improve the efficiency and speed of freight transportation in rural North and South Carolina. Total construction costs are estimated at over \$17.5 million. The TIGER funding, South Carolina's commitment of \$4.3 million and R. J. Corman's contribution of \$3.5 million will cover the cost of the entire project.

"Receiving this grant is a monumental accomplishment for the company and for the people of North and South Carolina," R. J. Corman Railroad Group, LLC President and CEO, Craig King, said. "We all worked diligently to acquire this funding and these lines will see major improvements as a result. The company's goal is to provide the best service in the industry to our customers. We are certain the completion of this project will allow us to continue to uphold that tradition and ultimately benefit the community."

When R. J. Corman purchased the Carolina Lines in August of 2015, the track was in very poor condition and had not operated for five years. The company's goal was to repair and reopen the railroad as quickly as possible. In January of this year, R. J. Corman and Horry County began preparing an application for this eighth round of TIGER grant funding. Details such as a comprehensive benefits cost analysis, a narrative explaining the history of the railroad and information about the project's impact were all included. The TIGER grant application process is extremely competitive with a pool of \$500 million available. This year over \$9.3 billion dollars were requested from 585 separate applications.

Making the necessary repairs to the Carolina Lines will increase both their reliability and operating capacity. Improving the functionality of this railroad will allow

R. J. Corman to better serve its current customers and attract new businesses to the area, which will ultimately bolster the region's economy and create jobs. Congressman Tom Rice, of South Carolina's Seventh District, said that upgrading the lines would, "incentivize investment and therefore help diversify the economy with new industry."

R. J. Corman Railroad Company, LLC operates 11 short line railroads and is a subsidiary of R. J. Corman Railroad Group, LLC. Altogether the company employs more than 1,650 people in 25 states. Other R. J. Corman companies provide a myriad of services to the railroad industry such as: industrial railcar switching, emergency response, track material distribution and logistics, track construction, signal design and construction, railroad worker training and building eco-friendly locomotives.

For more information about the company, visit www.rjcorman.com or call 859-881-2400 for general inquiries or (859) 304-1332 for railroad operations. Businesses and community leaders may call (859) 881-2466 for information about how the railroad can help them. ■



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4. Meet face-to-face with the developer or firm. Both parties need a good understanding of what is expected. Who, for example, is responsible for content development, photography, etc.

5. Talk about SEM (Search Engine Marketing), Social Media, Blogs and On-line listings. All of these are important components for a successful Internet presence. Determine who will maintain your website moving forward. Keeping your information current is critical.

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You may not be able to tell a book by its cover, but you can sure tell a lot about a business by its website.

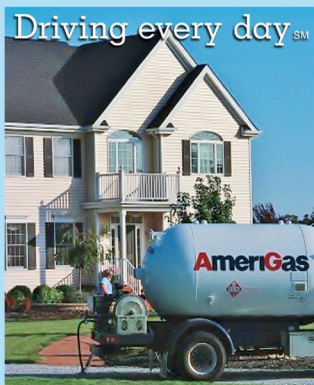
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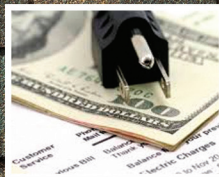
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