

# BUILDING INDUSTRY SYNERGY

MAY-JUNE 2018

- HGHBA MEMBER PLUMBING PROFESSIONALS GIVE AN OVERVIEW OF THE INDUSTRY
- LONG TERM HGHBA MEMBER OFFERS 37 YEARS OF MORTGAGE EXPERIENCE
- THOMAS CONCRETE INTRODUCES CARBONCURE™ TO OUR INDUSTRY
- THE IMPORTANCE OF BBB ACCREDITATION TO YOUR BUSINESS
- HGHBA CONTINUES TO GIVE BACK TO OUR COMMUNITY
- 2018 HGHBA CALENDAR OF EVENTS
- 2018 / 2019 BIS EDITORIAL CALENDAR

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### ROLL DOWN & COLONIAL SHUTTERS



**PAGE 5**

**48TH Annual Legislative Bird Supper**  
17 HGHBA members attended the 48th annual Bird Supper @ the Governor's Mansion in Columbia, SC on April 17th.

**PAGE 6**

**The HGHBA Is Well Known For Giving Back To Our Community**  
Camp Happy Days, HGHBA Student Chapter Members & The Shepherds Table have been recent recipients of the organizations generosity.

**PAGE 7**

**Horry Georgetown Technical College Implements It's 'Train To Work MB' Initiative**  
The HGHBA is one of several sponsors that supports this continuing education movement.

**PAGE 8**

**Monarch Roofing Gives Back To Long Term Loris Resident**  
When Mike Johnson of Classic Homes and member of Cane Branch Baptist Church called, Monarch Roofing was there to replace the roof for Miss Shirley Hughes in Loris @ no cost to her.

**PAGE 9**

**2018 HGHBA Calendar of Events & Recent HGHBA New Member Inductees**  
The schedule of all HGHBA related events for 2018. The HGHBA new member inductees from the April 24th & the May 15th luncheon meetings in RIOZ. All members are encouraged to attend the June 19th meeting.

**PAGE 10**

**Preview of the Building Industry Synergy Online Resource Directory**  
Visit [www.BuildingIndustrySynergy.com](http://www.BuildingIndustrySynergy.com) to learn more about the companies shown in this directory available to assist you with your new construction or remodeling project.

**PAGE 13**

**Grand Strand Plumbing Professionals Speak About The Latest Trends & Services Available To Property Management Companies & Building Contractors**  
*Building Industry Synergy* reached out to three trusted leaders in the plumbing industry to give feedback on the latest trends in the industry and what they have to offer in terms of service and products.

**PAGE 17**

**New Software Provides Additional Features for Conway Chamber Members**  
The Conway Area Chamber of Commerce is proud to announce a new partnership with MicroNet, Inc., the leading provider of online solutions for member-based associations and chambers of commerce.

**PAGE 18**

**Chase Signature Homes Commits to Building Your Home Your Way**  
Julie Chase and Aaron Bartlett handle the building side of Chase Signature Homes, while Syd Chase handles the financial side of the business. Long time local resident and area building contractor Aaron Bartlett met Syd Chase in 2012 and the two have now partnered to form the successful building company.

**PAGE 23**

**Trippett Boineau with Citizens One Home Loans Brings 37 Experience to Grand Strand Building Contractors & Homeowners**  
The Horry Georgetown Home Builders Association's current Secretary / Treasurer, Trippett Boineau has been in this industry since the first mortgage brokerage company came to South Carolina in 1981.

**PAGE 24**

**Emergency Preparedness Are You Ready?**  
The Myrtle Beach Area Chamber of Commerce's Business Interruption Planning website can be viewed at [MyrtleBeachBusinessInterruptionPlanning.com](http://MyrtleBeachBusinessInterruptionPlanning.com). This offers the tools a business needs to prepare its own disaster recovery plan.

**PAGE 25**

**Thomas Concrete Introduces CarbonCure™ to Horry & Georgetown Counties**  
CarbonCure™ reduces and reuses greenhouse gases while increasing the strength and durability of the concrete.

**PAGE 27**

**Better Business Bureau Accreditation Brings Trust To Your Business**  
More than 400,000 companies are members of the BBB, and enjoy a number of benefits due to their status as Accredited members. Dr. John D'Ambrosio, President / CEO, BBB of Coastal Carolina, examines the importance of the Accreditation with the BBB.

**PAGE 29**

**Preparing For A Crisis**  
Sooner or later every organization faces a crisis. Preventing a damaging blow to your reputation requires a strategic crisis plan. Marketing Strategies president & CEO examines some proactive ideas.

**PAGE 31**

**2018 - 2019 Building Industry Synergy Editorial Calendar**  
The schedule of the next three issues in 2018 & the first three issues in 2019, as well as a quick preview of the topics that will be discussed & the space reservation & material submission deadlines for each issue.



**Building Industry Synergy**  
SC - GRAND STRAND

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2018 MAY / JUN ISSUE

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on the cover

Syd Chase (far left), Julie Chase (2nd from left), Aaron Bartlett (far right) and Gina Bartlett (2nd from right) are shown on the cover with homeowner Justin Dedio (middle) at Justin's home, built by Chase Signature Homes, in Cypress River Plantation in Murrells Inlet, SC. Aaron, Julie and Syd share common values, including their family-oriented approach to business, and they believe in transparency. To that end, Syd pointed out, "Most bigger builders don't share their CRM software systems with homeowners, and we do. Our homeowners are able to have their own dashboard on our CRM portal and they can see [in real time] what's going on, and they can communicate through it. The amount saved on traveling back and forth during the build is not insignificant." Chase Signature Homes also features a number of helpful/educational tools on their website and through social media posts. They are currently involved in several projects throughout Horry, Georgetown and Brunswick Counties.

PHOTO © CHUCK GEE



48th Annual  
Bird Supper



17 members of the Horry Georgetown Home Builders Association attended the 48th Annual Legislative Bird Supper at the Governor's Mansion in Columbia, SC on April 17th. A special Thank You to the Legislators who came, discussed issues and broke bread with our attending members. Those Legislators in attendance included S.C. Senators Luke Rankin and Stephen Goldfinch and S.C. House of Representatives Alan Clemmons, Greg Duckworth, Kevin Hardee, Jeffrey Johnson, Lee Hewitt, Lucas Atkinson, and Tim McGinnis.

# HGHBA Gives Back!

## HGHBA Donates Clay Raffle Sales to Camp Happy Days

It was perfect weather for shooting clay at the 2018 Canfor Spring Busting Clay with HGHBA Tournament. 32 teams enjoyed the camaraderie and chowing down on fantastic BBQ! Raffle tickets were sold to benefit Camp Happy Days and a \$3,000 check (\$2648 in raffles sales and \$352 from Gail Farrell of Bill Clark Homes) was awarded at the May HGHBA Membership Meeting. Picture to right Executive Director Cindy Johnson accepts check from HGHBA 2018 President David Martin, Bill Clark Homes



## Three Student Chapter Scholarships Awarded

The HGHBA awarded three of our Student Chapter Members with \$500 scholarships to help with their college careers. Below are the names of those students, their schools and studies they plan to pursue.

- Thomas Atchison, St. James High School, Engineering
- John Williams, Academy for Technology & Academics, Architecture
- Peyton Hammond, Academy for Technology & Academics, HVAC

A special congratulations to these students wishing them the best in their careers in the building industry.



The Horry-Georgetown Home Builders Association's Home Builder Care Committee heard about The Shepherds Table freezer breaking thus destroying all of its contents. The Shepherds Table is a non-profit organization whose mission is to share Gods love one meal at a time. They provide the hungry a nutritional hot meal for dinner Monday - Friday and in the winter months they also provide lunch. Home Builders Care funds are collected from the 50/50 drawing at the HGHBA General Membership Meetings. Home Builders Care was proud to award The Shepherds Table a \$1,000 donation toward replenishing their repaired freezer. (photo features committee member Kendall Elvis presenting the \$1,000 check to Assistant Director of The Shepherds Table, Brandon Oates.)



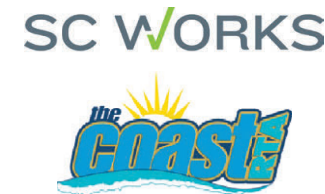
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# A Community Comes Together To Help Miss Shirley Hughes Shannon Get A New Roof Installed

Miss Shirley Hughes has lived in the Loris area all her life. She is a sweet, wonderful retiree who is doing everything she can to continue living on her own and taking care of herself, but one thing she could not fix & desperately needed replacing was her roof.



The Monarch Roofing team removed Miss Shirley Hughes' old roof & installed a brand new roof on April 6th.

Roofing for assistance. The professionals at Monarch Roofing were happy to help. They embraced the close knit community that truly cared about each other and decided to not only repair the roof, but instead install a brand-new one. On Friday April 6th, the Monarch team went to work and completed the removal of the older roof and installation of the new roof at 1700 Cane Branch Rd. in Loris. This put Miss Shirley under a safe and secure roof giving not only her, but her family long-term peace of



At the end of the day, Miss Shirley Hughes had a new roof and the peace of mind knowing that her home is again safe for many years to come.

mind. Monarch loves to educate and serve the community and was happy to have the opportunity to give back to Miss Shirley for all her years of dedicated service to our community.

Monarch Roofing has been in business since 2007 and makes it a mission to give back to the community. Whether through partnerships, donations or their own 'Roofs for Troops' program which provides a new roof for an active military, veterans or service member as a thank you for their continued service and sacrifice. Monarch Roofing is a GAF Master Elite Certified Roofing Contractor which only 3% of contractors in the country achieve. They are certified in residential & commercial roofing and specialize in the installation of shingle, tile, metal and slate, as well flat roofs.

For further information, call 843-839-ROOF (7663) or visit MonarchRoofing.Biz. ■



Miss Shirley (seen sitting in the back of the table) and her family were very grateful for the kindness and generosity shown by Mike Johnson with Classic Homes and the entire Monarch Roofing team.

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The new HGHBA member inductees @ the April 24th luncheon meeting in RIOZ were (left to right) Bryan Parent (South State Bank), Buck Andrews (Affiliate - Carolina Comfort Air) & Tim Kennedy (TCI - Myrtle Beach).

The new HGHBA member inductees @ the May 15th luncheon meeting in RIOZ were (left to right) Ike Sullivan (CresCom Bank), Christopher Montgomery (Affiliate - Trusted Home Services, LLC), Bryan Pumphrey (TIAA Bank), Jeff House (Trusted Home Services, LLC) & Derek Boney (Affiliate - Home Pest Control).



The next HGHBA General Membership Luncheon meeting will be Tuesday June 19th. All HGHBA members and those desiring to join the HGHBA are encouraged to attend. For further information call (843) 438-4124.

### HORRY GEORGETOWN HOME BUILDERS ASSOCIATION

## 2018 Calendar of EVENTS

- JUNE**
- 19 General Membership Luncheon
- 24-28 NAHB Mid-Year Board of Directors Meeting in Portland, OR
- JULY**
- 12-15 HBA of SC Convention in Savannah, GA / HBA of SC Board Meeting
- 24-28 NAHB Mid-Year Board of Directors Meeting in Portland, OR
- AUGUST**
- 2 Golf Tournament - Legends Golf Resort
- 14 Board of Directors Meeting
- 21 General Membership Luncheon
- SEPTEMBER**
- 21-23 Home Improvement & Outdoor Living Show
- OCTOBER**
- 16 General Membership Luncheon
- NOVEMBER**
- 8 Fall HGHBA Clay Tournament
- 13 General Membership Luncheon - Election of 2019 Officers & Directors
- 15 HBA of SC Legislative and Strategic Planning
- DECEMBER**
- 11 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.



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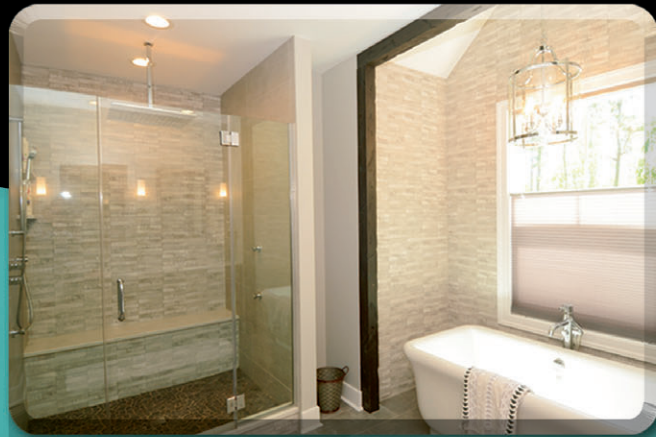
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PLUMBING

## Grand Strand Plumbing Professionals Speak About The Latest Trends & Services Available To Property Management Companies & Building Contractors

For property management companies, new construction building contractors, remodeling contractors and homeowners, plumbing is always an essential part of any project in a residential home or commercial structure. *Building Industry Synergy* reached out to three trusted leaders in this industry to give feedback on the latest trends in the industry and what they have to offer in terms of service and products.

Plumbing is likely not the first trade that comes to mind in terms of technological advances, but **Carolina Cool** Owner, Verlon Wulf, has a different view; “There are quite a few new technologies: instant hot water heaters are big, and we also have recirculating hot water systems so you don’t have to wait for hot water. Leak prevention is big. We have ways to shut off the water to your house. If you get a leak behind your

washer or your fridge, a moisture sensor on the floor activates a valve that cuts off the water. It works very well.

The world of water heaters has changed. A couple of years ago Congress approved an energy conservation act with new compliance regulations for water heaters, including putting the nix on 80-gallon electric heaters. Carolina Cool has responded with creative solutions to get enough hot water for customers who need the 80-gallon capacity. While not brand new, natural gas tankless water heaters offer an energy efficient design that provides an endless supply of hot water.



Carolina Cool has the capability to handle the smaller residential jobs, as well as the larger commercial jobs.



For exterior solutions, Carolina Cool has a large Jetter. Verlon said, “It’s used to clean

out storm drains – it’s called our big cat; it’s a gas-powered Jetter that will handle very large lines, as well as small lines.”

Carolina Cool has been recognized as a local leader in HVAC service industry for decades. The highly respected company continues to have a growing plumbing and electrical division as well. Verlon said,



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“Plumbing is coming into its own, as is the electric division. Both departments are growing rapidly, along with the company in general.”

(Continued on page 14)

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Carolina Cool owner, Verlon Wulf.

There are constant innovations in technology that directly affects the electrical division of Carolina Cool. Verlon said, "It's really a pretty fun part of the business because technology is changing so rapidly." He added, "Having our own electricians really helps out a lot on HVAC and the plumbing; it ties it all together very well as a company and provides another level of service. It also keeps the quality the same across the board with the people we hire and the jobs we do."

Seven years ago Rick Vines started fresh with his family's third generation plumbing business, **Vines Plumbing & Water Restoration**. His goal was to expand the



Rick & Stacey Vines.

company while maintaining a culture of serving people with excellence. He accomplished this by ensuring his team matches his desire to work with honor and integrity, a difference his customers notice and appreciate.

Vines is a full service company providing a broad spectrum of solutions with master plumbers available 24/7 for those unexpected emergencies. Rick explains Vines vast scope of services simply, "If water goes through it, we do it." With a long history of residential and commercial maintenance (e.g. drain cleaning and unclogging, pipe repair and replacements, and water heaters), Vines has become a leader in water damage and restoration services, excelling at biohazard clean-ups, natural disasters, and mold elimination. Rick's company has become a top choice for Property Management Companies in the Horry/Georgetown area, called to service

short and long-term rentals and HOA properties. Because of their streamlined water service options they are the most convenient choice for their customers.

When a crisis occurs, the plumbing division is dispatched to address the immediate problem. After plumbing resolution, the water restoration team is sent to remove any active water and repair any



Rick Vines (front row in middle with light blue shirt) with the Vines Plumbing & Water Restoration team of professionals.



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affected areas. Whether natural disaster, a faulty water heater, or a slow hidden leak, "We can take you from the mitigation phase of removing and drying out, through the insurance process, to complete restoration, including structural issues and all other necessary repairs," Rick explains. "And one call is all it takes."

After Hurricane Matthew hit the Grand Strand in 2016, Vines rebuilt and restored over 200 properties in the area. "We use high-end, regularly updated equipment for our water extraction services... the best on the beach." Additionally, Vines can do mold testing in-house.



As technology continues to advance products and techniques in the plumbing industry Vines continues to stay up to date offering top notch services and solutions. Tankless water heaters continue to rise in popularity and more and more customers are requesting whole-house filtration systems. A few of Vines' advanced abilities include Hydro-Jetting, which offers a safe and more effective way to clean and clear drains verses the traditional snake method. Their plumbing technicians are trained and



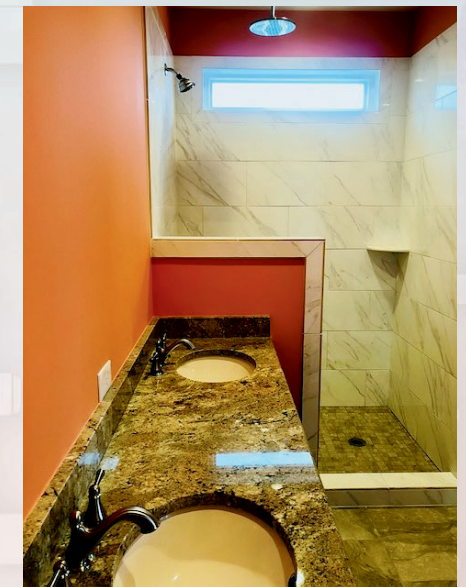
equipped to use Propess, a tool that permanently crimps copper pipes together to provide an efficient and long lasting repair. "When we are called in, we not only fix the problem we take it a step further to make sure it doesn't happen again." Rick said, speaking about the quality solutions his company offers.

**Victory Plumbing** president, Joe Victoria, has noticed a few appealing newer trends for the building contractors and homeowners alike. "The free standing tubs are becoming increasingly more popular. They can be placed inside the larger tiled showers, saving space and offering a much cleaner look. The shower/tub area always appears to be the focal point of any



bathroom," said Joe.

Further on the design front, bathrooms have become like spas for all the luxury touches. Joe said, "There have been a lot of changes in fixtures like showers with digital controls on touch screens to stream music and adjust lighting." Rain heads and waterfall faucets are additional spa-like features. Joe continued, "Vessel sinks and dual vanities with trough sinks have become popular. Brushed nickel and bronze have replaced



chrome." David Victoria, brother and business partner added, "Technology has changed a lot - toilet seats are one step away from being a hovercraft." To think, the first sit down toilet (around 2800 BC) was a pile of bricks with a wood seat. Toto set the industry standard with their "washlet"

(Continued on page 16)



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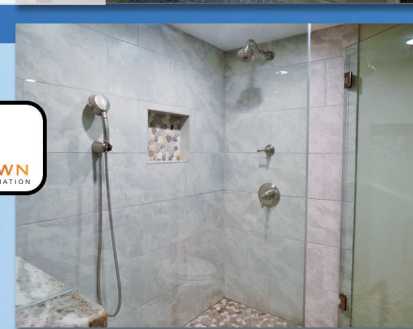
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concept invented nearly 50 years ago. Today, Toto toilets have models that include sensor controlled seat covers (no more arguments over lid position), seat warmers, a bidet function, an air-purifying deodorizer, and an air dryer. American Standard and Kohler manufacture similar products.

David noted that touchless faucets are another feature people want. They can be programmed to adjust flow time and temperature, and they have a lot of appeal for homes with children and elderly. A manual override is still pragmatic because like sensor paper towel dispensers in public restrooms, the sensor can fail.



In the kitchen, pull down faucets, pot filler faucets at the range, and entertainment sinks have become popular. The entertainment sink is long and narrow and can be filled with ice to keep beverages and foods cool, much like an ice table on a buffet.

Tankless water heaters can be installed on the interior or exterior of a home. The exterior application saves space and can have a very steam lined appearance on the



outside wall with a vented locked casing. Joe said, "You can't go wrong with tankless, and it has been improved with a recirculating pump so that hot water is available within 30 seconds." A recirculating pump can be put on electric hot water heaters, but the supply of hot water will not be endless. Though 80-gallon water heaters are no longer available, newer 50-gallon heaters are



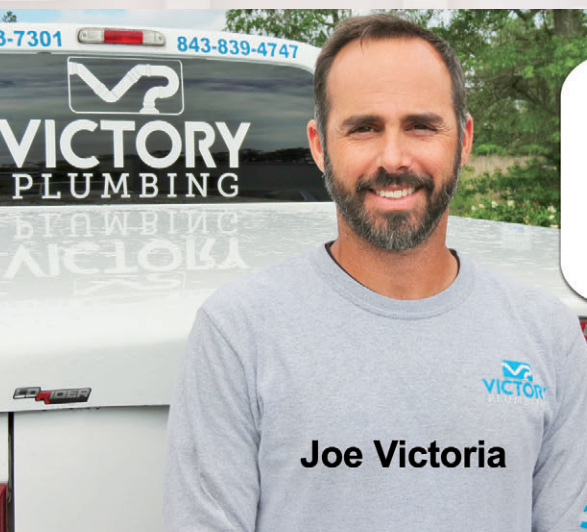
more efficient for quickly replenishing. Joe also recommends installing water filters in the home. "The way I plumb water lines inside the house, I can set up a water filter on the entire house." The carbon filter removes chlorine, which prolongs the life of toilet flappers and improves the quality of water for bathing, drinking, cooking and laundry.

Joe has been plumbing for 21 years on the South Strand. He founded Victory Plumbing about two years ago. Victory Plumbing handles residential and commercial work. They have two rough in crews that work exclusively on new



Victory Plumbing president, Joe Victoria.

construction. Joe recognizes that builders are subject to the same frustration as homeowners for unreturned phone calls. "Communication is very important," said Joe. He takes pride in being responsive to calls, doing quality work, and keeping close tabs on the building progress schedule for each job, ensuring the continued satisfaction and smooth working relationship he has established with the builders he is working with continues. ■



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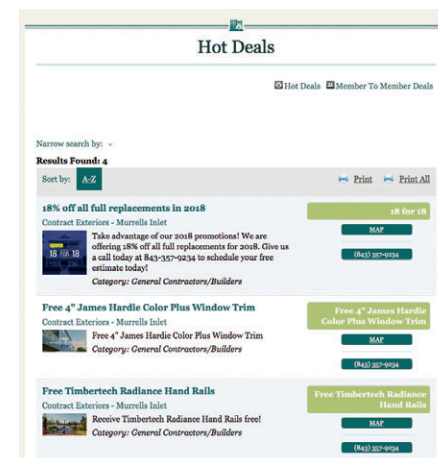


### New Software Provides Additional Features for Conway Chamber Members

by Devin Parks, *Director of Economic  
Development, Conway Chamber of Commerce*

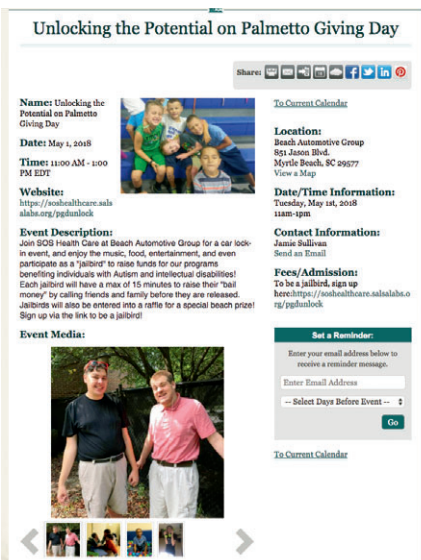
The Conway Area Chamber of Commerce is proud to announce a new partnership with MicroNet, Inc., the leading provider of online solutions for member-based associations and chambers of commerce. Current Conway Chamber of Commerce members now have exclusive access to specialized tools to promote your organization via the new online Member Information Center.

As a member, you can now update your business listing to ensure everyone has access to complete, up-to-date information. Once logged in, members can review and update their information in minutes. Within 48 hours, all information will be updated on the Conway Chamber of Commerce website.



Conway Chamber members can now submit Member to Member deals and discounts; fellow members may well be your best customers! Members may also submit any deals, discounts and promotions available to the public. All promotions can be customized with start and end dates and can be linked directly to your businesses' website or Facebook page.

In addition to the features listed above, members may also submit job openings which will be advertised on the Chamber website. Members may now add their events to our online event calendar displayed with quick links; use these links to share in their social media, text to mobile devices, add to calendar, or email to others.



All of these new features are now available as additional benefits included in your Chamber membership at no additional cost! Creating an account and completing your profile is critical to gaining increased visibility and exposure. If you are a current Conway Chamber of Commerce member and have not yet created an account, contact us today to get started!

To become a member of the Conway Chamber of Commerce, simply fill out an application via our website under "Member Application".

For more information on the Conway Chamber of Commerce, contact the Chamber at (843) 248-2273, or visit the Chamber website at [www.ConwaySCChamber.com](http://www.ConwaySCChamber.com). Be sure to visit Conway's Economic Development website at [www.ConwaySCNow.com](http://www.ConwaySCNow.com). ■

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# Chase Signature Homes

## Commits to Building Your Home Your Way



by Susan Roush



PHOTO © CHUCK GEE

A home built by Chase Signature Homes in the Rivers Edge Plantation community off of Hwy. 90 in Conway, SC.

The early history behind Chase Signature Homes involves a man falling from a tree, satellite dishes, and a FedEx deliveryman. At the heart of the story is the fact that Sydney Chase, Sr. has the ability to see the opportunities in random dots, and he has connected those dots to build the dynamic brand of the Syd Chase Group. Besides Chase Signature Homes, the group includes Chase Real Estate USA, RLC Funding Group and Syd Chase Capital, which will be a new 506 B investment fund.



Syd Chase (middle), Julie Chase (far left) &amp; Aaron Bartlett (far right) review a set of plans for one of their homes under construction in Rivers Edge Plantation.

Before settling in Myrtle Beach in 2011, Syd and Julie Chase owned a farm implement, pet and feed store (among other businesses) in Sodus, NY. Syd was approached in 1993 to buy a four-unit apartment building from a friend whose dad fell from a tree while bow hunting – putting an end to the gentleman’s hunting and property management days. Syd and Julie were admittedly green as landlord-investors, but Syd took sage counsel, made a plan, and within two years had a return on the investment, better tenants, and other real estate interests.

The Chases also began selling satellite dishes when they were new

to the market. Their FedEx person couldn’t help but notice new cars, motorcycles, and other improvements to the Chase’s lifestyle during his many deliveries. After learning they did real estate on the side, he asked Syd, “What would you do if I gave you \$50,000?” Syd said he wouldn’t take it. Time elapsed but not the deliveryman’s persistence. Finally, Syd accepted the offer and flipped the first house with him in 2003. Other family members got excited, and by the end of 2005, Syd and his private investors had flipped over a dozen houses their first year. As a conservative investor, Syd stayed alert and foresaw signs that the market was

going to crash. He ushered his clients out of real estate, preserving their wealth and well-being.

With flipping at a standstill, Syd took the time to write his first book, *No Bull Real Estate*, raise money for film industry projects, and handle real estate consulting. Syd’s reputation grew, and so did the requests for him to negotiate land deals, manage projects, and conduct due diligence. These were the activities that brought him to Myrtle Beach. Already a stock trader, Syd started researching and reading the KIs of companies that had to do with real estate and residential building. By 2011, he could see the bottom of the real estate market and

told Julie, “Myrtle Beach is where we need to be.” Syd said, “I started to learn the area, put a criteria together, and made inroads with banks to get their REOs.” He approached his best investors and raised money to buy approximately 100 lots that met his qualifications. Syd continued to write and speak about real estate investments.

In 2012, Aaron Bartlett went to an investment meeting where Syd was speaking. Aaron is the owner of Allstar Construction Services. He began his career as an electrician and opened his own electrical contractor company. By 1998 he decided to build his home. That project netted him not only a fine



PHOTO © CHUCK GEE

Chase Signature Homes’ owners, Syd Chase (middle with white shirt) &amp; Aaron Bartlett (left of Syd with burgundy shirt) enjoy the fact that their company is truly a family run business &amp; both the entire Chase family &amp; the entire Bartlett family all feel like they are part of one big family.

house, but also plenty of people who wanted Aaron to build their home. He is now a partner and General Contractor for Chase Signature Homes. He and Julie handle the building side of the business and Syd handles company logistics, planning, and finance. Other family members are realtors in the company.

Aaron, Julie and Syd share common values, including their family-oriented approach to business, and they believe in transparency. To that end, Syd pointed out, “Most bigger builders don’t share their CRM software systems with homeowners, and we do. Our homeowners are able to have their own dashboard on our CRM portal and they can see [in real time] what’s going on, and they can communicate through it. The amount saved on traveling back and forth during the build is not insignificant.” Chase Signature Homes also features a number of helpful/educational tools on their website and through social media posts.

Chase Signature Homes currently has several projects underway. There is a small selection



Karl & Kathy Ehrentraut (far left) had Chase Signature Homes build the Raeleigh model in Rivers Edge Plantation. Syd Chase (2nd from right), Julie Chase (middle) & Aaron Bartlett (far right) are shown inside the Ehrentraut residence. Karl had a great sense of satisfaction, when his brother-in-law, who is a homebuilder in Ohio told him “It’s a well built home.”

of lots in Rivers Edge Plantation for homes priced from the \$255s. Julie said they are mindful of retirees who may be buying their last home. For that reason homes include raised counters, soft close doors and drawers, levered door handles, and ADA-height toilets. Syd said, “I think we’re very generous in what we include. Our houses actually come with lights and fans. One thing we’re known for is our enlarged tile showers and designs, and tiled wet

areas throughout the house. Our garages are finished – painted, lights, electricals – the average size is 450-500 square feet with a niche for a built-in work area when possible.” They also use Rockwool, which is soundproof and fire retardant insulation.

At a different price point, Chase Signature Homes offers Chase Cottages located off 905 and Red Bluff Road. These homes will be priced in the mid \$170s and have a high-grade vinyl siding exterior, very close to cement board siding. Syd said, “No one else is using this. We’re the type of people that are looking for the latest products.”

In Shallotte, NC Bartlett Place is project of 11 townhouses that have garages and private backyards. They will be priced in the high \$100s.

On the horizon, there are two other tracts of land between Loris and Conway that Aaron and Syd will begin developing in late fall 2018.

*Building Industry Synergy* spoke with two homeowners about their Chase Signature Homes experience. Kathy and Karl Ehrentraut built in



The kitchen in the Ehrentraut home.

Rivers Edge Plantation. Theirs is a familiar story of migrating to Myrtle Beach to escape cold winters and high taxes. Kathy said, “We just happened to drive into Rivers Edge.” They met Syd, got some information and later returned to see the available lots. Kathy continued, “He showed us the one we’re on now and we thought, ‘Hey, this is pretty nice; let’s do it.’” The lot was large and flat to accommodate a pool. The Ehrentraut’s built the Raeleigh model with some modifications. The biggest change



The master bathroom in Justin Dedio’s home.



The powder room in Justin Dedio’s home.

was to open the Carolina room to the rest of the house. They also finished the bonus room over the garage and added a whole-house generator. Kathy said, “We looked at the lot right after Hurricane Matthew and it was completely dry.” Karl was glad to learn when they went to different vendors that Chase Signature Homes allowed for a better grade of carpet and other upgrades without an upcharge. It also gave Karl great satisfaction when his brother-in-law who builds homes in Ohio told him, “It’s a well-built home.” The Ehrentrauts have been enjoying their home for over a year now. Karl said, “I like the openness – you could have 25 people and everyone could sit down and see each other, and everyone in the kitchen can be part of it. That’s what I really like.”

On the other side of town, Justin Dedio built with Chase Signature Homes in Cypress River Plantation. Justin said, “I have known Aaron for a very long time and have actually worked on a couple of houses in here with him. I am a kitchen and bath designer by trade and have a showroom [Prodigy Kitchens and Baths] in Pawley’s Island.” Justin designed the house and then got with Aaron and went through the whole construction process. “My degree is in architecture. [Building] is a process that I’m familiar with.” He shared that Cypress River Plantation is very strict with contractors, so if they can’t pass muster for bonds and deposits,

they won't be building.

One might expect killer kitchens and baths in Justin's home. He laughed and said, "For me to be honest it's an average kitchen – I had to watch budget like everyone else." Justin's house was designed for entertaining and came out exactly as he envisioned, including some truly wow-factor features. Knowing the Signature team professionally and personally Justin would readily recommend them. "First off when you look at the type and quality of home they build, they are totally capable of doing everything from an entry-level price point to a truly custom home. One of the nice things is they don't say 'no.' They're open to building anything, so the flexibility it gives the homeowner is tremendous and rare. Number two, they're small enough to listen and care and you're



PHOTO © CHUCK GEE

*Chase Signature Homes built this home for Justin Dedio in Cypress River Plantation. "First off when you look at the type and quality of home they build, they are totally capable of doing everything from an entry-level price point to a truly custom home. One of the nice things is they don't say 'no.' They're open to building anything, so the flexibility it gives the homeowner is tremendous and rare," says Justin.*



PHOTO © CHUCK GEE

dealing directly with them, but they're big enough to handle developments and large-scale projects. They have the building knowledge, the development knowledge, and real estate knowledge behind them." ■

*The kitchen in the residence of Justin Dedio. Justin & his father, Tom Dedio, recently opened Prodigy Kitchens & Baths, a beautiful Luxury Kitchen & Bath showroom in Pawleys Island, SC. Tom had over 30 years of experience working with builders, interior designers and architects designing and building kitchens & baths in the New Jersey area before relocating to the Grand Strand. "Chase Signature Homes is small enough to listen and care and you're dealing directly with them, but they're big enough to handle developments and large-scale projects. They have the building knowledge, the development knowledge, and real estate knowledge behind them," says Justin.*

## Chase Signature Homes



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## HOME LOANS

# Bringing 37 Years Of Experience In This Industry To Building Contractors And Other Industry Professionals

by Susan Roush

The Horry Georgetown Home Builders Association's current Secretary / Treasurer, Trippett Boineau has been in this industry since the first mortgage brokerage company came to South Carolina in 1981. The knowledge that Trippett has gained through his 37 years in this industry is invaluable to the local building contractors, their homeowners and other building industry professionals.



Trippett Boineau with Citizens One Home Loans.

In terms of choosing the right bank or mortgage company, Trippett advises consumers to check the background of the lender and their reputation among the Realtor and builder community; ask about rate locks and the length of the rate lock. It does you no good if your lender does not close your loan within the timeframe of your lock; check the fees on a loan, and ask for the start-to-finish closing time; learn who will service the loan. Trippett Boineau observed that the health of the housing market is excellent. He said, "In terms of transactions, we have returned to 2004 levels." He gives credit to the medical industry and all the new medical facilities being built to accommodate the ever-growing retiree population. Citizens One Home Loans even has a loan product tailored especially for medical professionals.

Rates are on the rise this year and have risen nearly 1% since December 2017. While rates are still historically low it would be wise to find the right lot or house and get your building or renovation project "off the ground"!

Citizens One Home Loans is the mortgage-lending arm of Citizens Bank, the 12th largest bank in the country, founded in 1826 out of Providence, RI. Senior Mortgage Loan Officer, Trippett Boineau, said, "We treat every loan, every customer, the same with the goal to get to closing as quickly and as seamlessly as possible. We have a solid reputation for delivering on time and quality service as well." Citizens One Home Loans has been offering Construction-to-Permanent loans for a long time, and since there is only one closing, this type of loan saves time and money. Here is a summary of Citizens One Home Loans distinguishing characteristics:

- Choice of fixed rate loan or adjustable-rate

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- Up to 90% financing on primary homes; 80% on second homes, and lot financing can be included in the loan
- Borrower is only required to make interest payments during construction (calculated on dispersed funds)
- Interest rate is locked in upfront for 60 days and borrowers have 12 months to build
- Once interest rate is locked, the rate stays the same for the life of the loan. This is very important in a rising rate environment like we are in now.
- Loans are available to renovate an existing home, including tear downs to rebuild
- Citizens does not sell their loans, they keep and service everything loan they originate

In terms of choosing the right bank or mortgage company, Trippett advises consumers to check the background of the lender and their reputation among the Realtor and builder community; ask about rate locks and the length of the rate lock. It does you no good if your lender does not close your loan within the timeframe of your lock; check the fees on a loan, and ask for the start-to-finish closing time; learn who will service the loan. Trippett Boineau observed that the health of the housing market is excellent. He said, "In terms of transactions, we

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Rates are on the rise this year and have risen nearly 1% since December 2017. While rates are still historically low it would be wise to find the right lot or house and get your building or renovation project "off the ground", Trippett advises.

For further information call (843) 450-8903, visit [www.CitizensLo.com/TBoineau](http://www.CitizensLo.com/TBoineau) or email [Trippett.Boineau@CitizensOne.com](mailto:Trippett.Boineau@CitizensOne.com). ■

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## Emergency Preparedness - Are You Ready?

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

Disasters can strike anywhere at just about any time reminding us of the power of Mother Nature. The question is: Are you ready?

Being prepared before a disaster strikes makes sense yet many people fail to take even simple steps to reduce the consequences of destruction produced by nature, machine failure or human error. Planning for a disaster is not an option, it's a necessity.

A business owner can protect their company by identifying the risks associated with natural and man-made disasters and by creating a plan for action should a disaster strike. The purpose, of course, is to ensure that your business won't suffer crippling financial loss or total business collapse because of an emergency. This planning and preparation will pay out in huge dividends in the event of an actual disaster.

Myrtle Beach Area Chamber of Commerce's Business Interruption Planning site, [MyrtleBeachBusinessInterruptionPlanning.com](http://MyrtleBeachBusinessInterruptionPlanning.com),

offers the tools a business needs to prepare its own disaster recovery plan. The site includes the basic elements of planning for a business interruption, recovering from a business interruption and creating a crisis communications plan for your business.

With an emergency management plan, critical operational decisions can be made quickly and efficiently during a crisis. Having functioning data and back-up systems means your business will continue to operate. And business and employee documents will be available, even if the originals are destroyed.

The chamber's Business Interruption Planning webpage also includes a Hurricane Information Center packed full of tips on preparing for a hurricane, a shelter checklist and emergency telephone numbers. During a storm,

we'll post the latest news, business openings and closures, and weather and traffic reports.

Let's face it, at some point your business will be at risk. It could be a broken water pipe, an office fire, or a hurricane that can cripple or even shut down a business. Not having the proper precautions in place could mean losing it all. Businesses must be prepared to recover quickly and provide for their employees. Are you ready?

Myrtle Beach Area Chamber of Commerce's mission is to promote, protect and improve business in the Grand Strand. For more information on how you can put the power of MBACC membership to work for you, call (843) 626-7444, visit us online at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), or stop by our office at 1200 N. Oak St., Myrtle Beach, South Carolina 29577. ■



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## Thomas Concrete Introduces CarbonCure™ To The Horry Georgetown Building Industry

by Cynthia Mendenhall

Thomas Concrete Group has been one of the leading suppliers of quality ready-mixed concrete in the southeast for over thirty years. They have had a presence in the Grand Strand since 2015, with several concrete plants now stretching along the coast from Oak Island to Savannah.

At the heart of what they do, Thomas strives to find sustainable solutions to reduce their environmental impact at the local and global level. They have done exactly that by incorporating the new approach of CarbonCure™ into their

concrete mixing techniques and have quickly become a recognized world leader in utilizing this technology. Tommy Owens, Operations and Revenue Manager for the Coastal Division, claims, "Concrete is by far the leading building material in the world and one of the oldest." That's why it's exciting to see the new technologies coming into the industry.

The idea behind this new process is progressive and positive. Simply put, CarbonCure™ reduces and reuses greenhouse gases while increasing the strength and durability of the concrete. This is accomplished by adding carbon dioxide into the mix of raw materials. "When this dangerous gas is put into concrete, it's gone forever," explained



Tommy Owens with Thomas Concrete.

### Early-stage carbonation effects on concrete

No measurable effect on:

- Workability/slump
- Air content
- Density
- pH
- Durability
- Freeze-thaw performance
- Color
- Texture
- Finishing



This early proof of concept testing allowed Thomas Concrete to verify that there were no measurable impacts on the plastic properties of CO<sub>2</sub> treated concrete compared to the non treated mixtures.

Bill Fee, the company's Quality Control Manager. As we all become more socially conscious and environmentally aware, it's refreshing to see the whole concrete

(Continued on page 26)

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industry moving toward sustainability and the constant goal of reducing their carbon footprint overall.

And that is what CarbonCure™ has helped to do. With the secret (CO<sub>2</sub>) locked permanently inside, and other than making the concrete stronger and more durable over time, no one will ever know. Bill shared that using this type of early stage carbonation has shown no measurable effects on the workability/slump, air content, density, pH, freeze-thaw

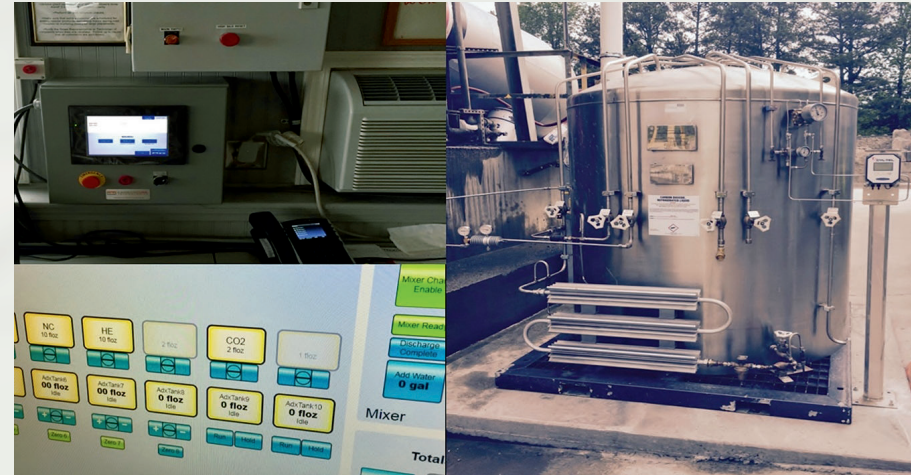
performance, color, texture, or finishing of the concrete. "It's a win-win; plus, it's the right thing to do," he added. Thomas, their customers, building contractors, and the environment all benefit from the CarbonCure™ technology.

While the process created initial expense on the company's part, they have absorbed that and chosen not to pass those costs on to their customers and contractors. Primarily used in residential construction in the Horry/Georgetown market,

CarbonCure™ has been used in interior and exterior design of major buildings in the Atlanta area. "I believe it is just a matter of time before building codes and spec work will require CarbonCure™," Bill added.

Thomas Concrete Group is the first and only CarbonCure™ producer in the area. The Coastal Division of the company introduced the new process in the early months of 2018; more inland they've used it for over three years. Almost 50% of Thomas' orders have been filled with this new technology in the past few months. As everyone works together to make new construction safer and softer on our world, look for Thomas Concrete Group and CarbonCure™ to lead the way. And as builders and home buyers become more environmentally conscience, Thomas Concrete Group anticipates being the preferred choice for concrete.

For further information call (843) 347-5793 or Tommy Owens directly at (803) 647-4306. You can also visit [ThomasConcrete.com](http://ThomasConcrete.com). ■



This photo shows how the equipment actually looks at our Doraville, GA plant. The outside CO<sub>2</sub> storage tank is protected from any equipment running into it.

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## Better Business Bureau Accreditation Brings Trust To Your Business



by Dr. John D'Ambrosio, *President/CEO*  
*Better Business Bureau of Coastal Carolina*

**Trust is defined as confidence in and reliance on good qualities, especially fairness, truth, honor, or ability. In today's business world, trust is more important than ever if you want to not just maintain, but grow your business. In fact, trust is a strategic asset in growing your business.**

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In 2017, the Edelman Trust Barometer revealed that trust in institutions has declined broadly; people have lost trust in government, media and business, leaving trust at a crossroad. However, we know that consumers are searching for trustworthy businesses, and studies have noted that consumers feel that it is important to trust a business before buying products or services.

In a world that's full of information from different online and offline sources, a BBB mark of accreditation is something that can't be discounted. A Nielsen study found that eight out

of 10 consumers recognize the BBB seal and are likely to purchase from a business that displays it. Consumers particularly relate the BBB symbol to honesty.

The BBB provides Accreditation only to businesses that can prove their merit by showing they offer reliable products and valuable services, show a dedication to customer satisfaction and resolving customer complaints. When a business has this logo it means the Better Business Bureau has checked their license and history and that they've pledged to be honest and transparent.

The BBB seal gives customers assurance that you were accredited by an established not-for-profit and non-biased accreditation body.

If your business offers products and services in an industry that is saturated with other players, having a BBB accreditation badge can give you an

edge, especially if you're offering highly specialized services; it is a strong reason for customers to choose you over other competitors.

Are you looking for an opportunity to reach new customers? Consumers can request bids from BBB Accredited Businesses in a particular industry and zip code. Once a bid is submitted, it is emailed to all BBB Accredited Businesses in that industry with the consumer's contact information.

And unfortunately, we all know that occasionally a customer isn't satisfied. The BBB can assist in dispute resolution. The BBB offers arbitration and mediation services are to all Accredited Businesses as a method to resolve consumer disagreements.

(Continued on page 28)

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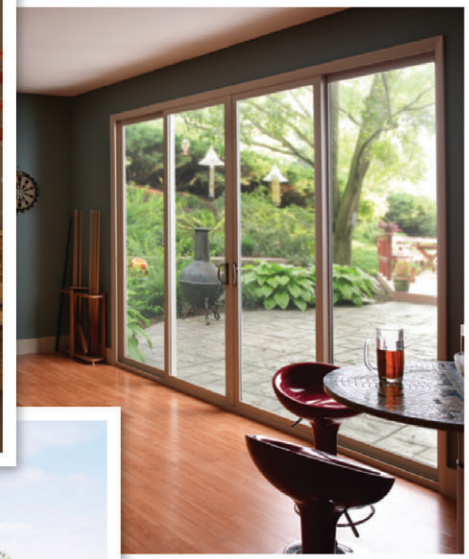
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**About the BBB:** The Better Business Bureau of Coastal Carolina is located at 1121 Third Ave., in Conway, SC and covers the counties of Darlington, Dillon, Florence, Georgetown, Horry, Marion, and Williamsburg in South Carolina and Bladen, Brunswick, Columbus, Cumberland, New Hanover, Pender, Robeson, and Sampson in North Carolina. For more information about becoming an Accredited Business, call (843) 488-2227 or <https://www.bbb.org/myrtle-beach/accreditation-application>. ■



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## Marketing



## Preparing for a Crisis

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

Sooner or later every organization faces a crisis. Preventing a damaging blow to your reputation requires a strategic crisis plan. While the plan needs to be catered to your business and your specific situation, they all have three things in common:

- You must be assertive.
- You must be tenacious.
- If you're in the wrong, you must express remorse.

The best time to deal with a crisis is before it occurs. When the phone

is ringing, the TV cameras are set up outside, and the state of your organization is chaos, it's not the best time to make informed decisions. Here are some tips for getting in front of the crisis.

Be proactive and set up an account with iReport, CNN's citizen journalism initiative that allows individuals to contribute pictures and video of breaking news. It's also a good idea to familiarize yourself with the local media. Know who's who, and who's where. These relationships are crucial.

**1 Be Prepared.** When a crisis strikes, how will you relay your message, i.e., your side of the story? Depending on your organization and the scope of the crisis, you may want to submit a video.

**2 Create a Critical First Statement.** The first critical statement is a way to tell the world that a crisis has occurred, that you know about it, that your organization is dealing with it, and that you will

(Continued on page 30)

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<b>Brady Glass Solutions</b> .....14	<b>Eastern Building Supply – Local Building Supply / Windows / Doors / Siding / Roofing / Decking / Cabinets &amp; More</b> .....24	<b>Quality Pools &amp; Spas Landscaping &amp; Design</b> .....9
<b>Builders First Source</b> Local Building Supply .....Back Cover	<b>Flooring Panda – Catering to Local Building Contractors and Homeowners</b> .....28	<b>Security Vision – Superior Security &amp; Home Automation Services</b> .....13
<b>Burroughs Shutter Company</b> Shutters & Hurricane Protection .....3	<b>Marketing Strategies, Inc.</b> Strategic Marketing Campaigns .....17	<b>Suncoast Building Products &amp; Services, Inc.</b> Specializing In Custom Seamless Gutters .....11
<b>Carolina Cool</b> HVAC / Plumbing / Electrical / Solar .....13	<b>Monarch Roofing – Residential &amp; Commercial Roofing &amp; Solar Specialists</b> .....28	<b>Thomas Concrete</b> Catering To The Building Contractors .....26
<b>Citizens One Home Loans</b> Trippett Boineau .....23	<b>Norbord – Energy Efficient Framing Materials</b> .....Back Cover	<b>Victory Plumbing</b> New Construction & Remodeling .....16
<b>Contract Exteriors – Siding / Roofing / Windows / Decking &amp; More</b> .....Inside Front Cover	<b>Port City Elevator</b> Commercial & Residential .....8	<b>Vines Plumbing &amp; Water Restoration</b> Property Managers Solution For Water Damage & Plumbing Emergencies .....15
<b>Custom Homes Consulting – Marine Contractors / New Construction / Remodeling</b> ...25		

provide more information as soon as you have it.

**3 Act Quickly.** Presenting the critical first statement at the beginning of the situation will help diffuse speculation, negative remarks and will help protect your reputation. Have a spokesperson in place.

**4 Be Concise and Candid.** You will be delivering a great deal of information in a short time. Be honest and straightforward. Don't speculate. Don't sugarcoat the issue. Your goal is to build trust.

**5 Monitor the Message.** What is being said about your organization? About you? You can only provide responses if you know what is being said and by whom.

**6 Offer Apologies When Necessary.** It's OK to say you are sorry. It's even more important to let the public know that you have employed tactical steps to ensure this event will not recur.

**7 Seek the Services of a Reputable Crisis Communicator.** Even though many organizations have PR professionals on staff, outside experts are often brought in during a crisis to work with that individual and his/her team. It allows those on staff to carry on the day-to-day operations. An outside crisis communications consultant can focus on one issue and see it through to the end. While the individual employed by the organization may be somewhat biased, an outside crisis expert can separate the professional from personal. Their only objective is to help the organization get through the crisis with minimal damage.

Strategies for dealing with a crisis often involve unpopular solutions that could put a staff member in an awkward position with management or other departments. Because the outside expert has no personal relationships to protect — other than protecting the client itself — he/she

can take what may be viewed as a more challenging approach with fewer repercussions.

Although there is an additional cost to hiring an outside communications consultant, the benefits and return on investment are compelling. By utilizing an expert, you will be in a position of strength. It takes critical steps involving both internal and external communication to successfully manage a crisis and protect your reputation.

*Denise Blackburn-Gay, APR President & CEO of Marketing Strategies, Inc. is one of only two certified Reputation Management Specialists in the state of South Carolina. She has over thirty years' experience in Marketing and Public Relations. She may be reached at (843) 692-9662 or via email [denise@marketingstrategiesinc.com](mailto:denise@marketingstrategiesinc.com).*



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# EDITORIAL CALENDAR 2018-2019

### JULY / AUGUST ISSUE 2018

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

Space Reservation: June 22 Material Close: June 29

### SEPTEMBER / OCTOBER ISSUE 2018

Distributed to show attendees @ the 2018 HGHA September Home Improvement & Outdoor Living Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center February 21st-23rd.

- BATHROOM & KITCHEN DESIGN
- MILLWORK ~ Doors / Windows / Specialty Products

Space Reservation: August 10 Material Close: August 17

### NOVEMBER / DECEMBER ISSUE 2018

- HOME AUTOMATION / SECURITY / ELEVATORS / ACCESSIBILITY EQUIPMENT
- WINDOW COVERINGS & TREATMENT ~ Exterior & Interior

Space Reservation: October 12 Material Close: October 19

### JANUARY / FEBRUARY ISSUE 2019

Distributed to show attendees @ the 2018 HGHA February Home Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center in February.

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

Space Reservation: January 4 Material Close: January 11

### MARCH / APRIL ISSUE 2019

- FLOOR COVERING
- ENERGY EFFICIENCY

Space Reservation: March 1 Material Close: March 8

### MAY / JUNE ISSUE 2019

- PLUMBING INSTALLATION
- FINANCIAL ~ Residential & Commercial Lending

Space Reservation: April 26 Material Close: May 3

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

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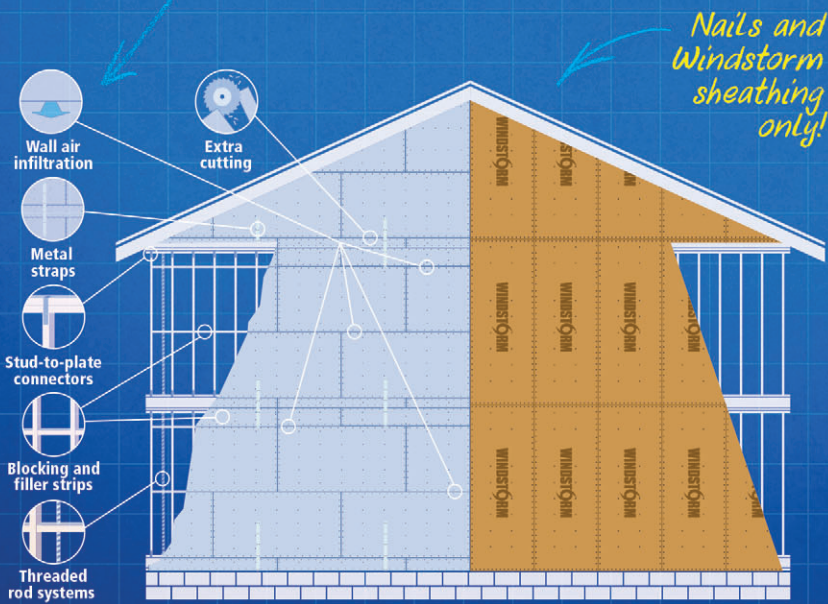
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The 2018 July/August Issue Will Include Editorial Features On Outdoor Living Space & Exterior Products. The Material Close Date For This Issue Will Be Friday, June 29th.





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