

BUILDING INDUSTRY SYNERGY

JULY-AUGUST 2020

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- BE PRO BE PROUD CONNECTS JOB SEEKERS TO EMPLOYERS IN SKILLED TRADE INDUSTRIES
- BBB PARTNERS WITH INDEED PROVIDING INCENTIVES TO LOCAL BUSINESSES
- THE DESIGN & INSTALLATION OF TODAY'S ROOFING & GUTTERING SYSTEMS
- THE APPEAL OF OUTDOOR LIVING AREAS REACHES AN ALL TIME HIGH
- 2020 - 2021 BIS EDITORIAL CALENDAR



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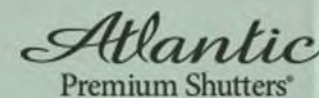
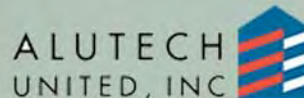
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Be Pro Be Proud – The Associated Industries Of South Carolina Foundation (AISC) Has Launched The BeProBeProudSC.org Website
The site connects job seekers, employers in skilled-trade industries, educators, guidance counselors, and high school students. The site launch is in anticipation of the August launch of the BeProBeProudSC mobile workshop.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory
Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in the directory available to assist you with your new construction, remodeling or property maintenance project.

PAGE 8

BBB New Partnerships in 2020 By Dr. John D'Ambrosio
As we've passed the halfway point of 2020, I don't think any of us could have predicted the events of the previous seven months. But, as your business partner, BBB has been right beside you to help you navigate these uncharted waters. BBB has partnered with Indeed to provide all businesses with a special offer. If you create a new account, you will receive a \$200 Sponsored Job credit. Signing up and posting your job only takes a few minutes, but can save you time when searching for quality candidates.

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2020 HGHBA Calendar of Events & Recent HGHBA Brand New Company Members
The schedule of all HGHBA related events for 2020 & the brand new HGHBA company members that have joined since May 2020. Some of the dates mentioned are subject to change due to the circumstances that our community is currently facing.

PAGE 10

The Appeal Of Outdoor Living Areas Reaches An All Time High By Sara Sobota
Both new construction and remodeling building contractors have seen an uptick in homeowner requests for the design and installation of outdoor living amenities typically found in resort areas. Building Industry Synergy reached out to seven local companies that can provide and service everything needing to bring the comfort and luxury typically enjoyed in top resort areas to your own backyard.

The 2020 September / October Issue Will Contain Editorial Features On Kitchen / Bath Design & Millwork – Windows – Doors – Specialty products. The Projected Material Close Deadline For This Issue Will Be Friday September 4th.

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JV Barr Construction A Second Generation Of Building Excellence
After working with her father, Joseph Virgil Barr (founder of JV Barr Construction), for several years, Amie Barr now realizes that he probably did not realize the company's potential, partly because of the lack of mentorship and support from the building community at the time. After her father's untimely passing in 2018, Amie decided to dedicate herself to JV Barr Construction so that she could redesign and redevelop the company, not only to honor her father's legacy, but to build a future for her own family.

PAGE 25

The Importance Of Making The Proper Decisions Regarding The Exterior Design & Installation Of Today's Roofing & Guttering Systems
The exterior of any home or business is the first thing individuals notice. The curb appeal and durability of today's exteriors, including the roofing and guttering systems, have become increasingly important in the design and planning of both new construction & remodeling projects. Building Industry Synergy reached out to three respected professional companies in our area that carry the products and offer the services that our local building contractors, property management companies and homeowners need to successfully design, plan and install the proper exterior systems.

PAGE 30

Real-time Water Quality Monitoring At Your Fingertips By Sarah Stephens MBACC
Each year from May 1 through October 1, DHEC, area municipalities, nonprofits and universities routinely collect water samples along the coastline, testing bacteria levels, particularly enterococcus bacteria. In 2019, members of the public-private partnership identified the concerns with the current reporting system and launched a pilot program to test a website designed to provide real-time beach information in an easy to digest format. The pilot proved successful for all involved organizations and in 2020, CheckMyBeach.com was officially launched, replacing the decades-old process of issuing daily press releases.

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2020-2021 Building Industry Synergy Editorial Calendar
The schedule for the 2 remaining issues in 2020 & the 1st four issues in 2021, as well as a brief preview of the topics that will be discussed & the space reservation & material close deadlines for each issue.

on the cover

Amie Barr enjoys meeting with Steve Powell. JV Barr Construction has been working with Venture Engineering since the early 2000s. Venture Engineering owner, Steve Powell, has known Amie since she was in high school and has seen her adapt to the construction industry. The office building seen on the cover was constructed for Steve in 2004, around the time Amie was studying for the GC exam. JV Barr Construction was the General Contractor responsible for this project. This beautiful two story office building houses several offices and spacious conference rooms. "A lot of times people will ask if we know a general contractor we can recommend," Steve said, "and JV Barr is often one of the names we would recommend. Contractors come in all shapes and sizes. When you have clients that really want to be intimately involved, that's where I generally find that JV Barr Construction excels because of their interpersonal skills. Amie is probably even better than her dad in talking with people, meeting with people, and developing consensus. I think JV Barr's strength is having the ability to work with people that want to be hands-on involved with the construction process."



PHOTO © CHUCK GEE



The Associated Industries of South Carolina Foundation (AISC) has launched the BeProBeProudSC.org Website

The site connects job seekers, employers in skilled-trade industries, educators, guidance counselors, and high school students. The site launch is in anticipation of the August launch of the BeProBeProudSC mobile workshop. Profiles for 15 in-demand, skilled-trade careers are included on the site. Videos highlighting each career opportunity show young professionals at work, salary information, training programs and the employment outlook for each of the roles in South Carolina.



"Students, teachers, and job seekers will want to explore this website to fully understand the value of these jobs."

- Jill McCain, Project Manager for BPBP-SC

"The BeProBeProud.org website is an essential component, useful for employers that are desperately seeking skilled workers in South Carolina."

- Rick Todd, President of AISC

"Over 82% of employers in skilled professions report a moderate or serious shortage of qualified applicants for available jobs."

- Department of Labor

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BBB New Partnerships in 2020

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

As we've passed the halfway point of 2020, I don't think any of us could have predicted the events of the previous seven months. But, as your business partner, BBB has been right beside you to help you navigate these uncharted waters.

The lasting effects of COVID-19 on business is unclear, but we know the immediate economic impact has been severe

for many small businesses. Recovery will continue to happen, but for many, in stages. Almost daily, there are new reopening issues to

deal with and one of the hardest parts of owning a business - hiring new employees.

I have some exciting news to help you as you search for the right employee. BBB has partnered with Indeed to provide all businesses with a special offer. If you create a new account, you will receive a \$200 Sponsored Job credit. Signing up and posting your job only takes a few minutes, but can save you time when searching for quality candidates.

When you create a Sponsored Job post on Indeed, your job post gets pinned to the top of the search results. Data found that these job posts got up to 5X more clicks than non-sponsored posts. More clicks mean more applications and, ultimately, more quality candidates. If want to learn more and begin using this new program immediately, go to www.indeed.com/partner/BBB.

And, I also want to speak about ethics and diversity. We've had an awakening with social unrest recently. It has made us question what it means to be even more ethical and how we must work toward building a united community and country, filled with diversity.

At the BBB of Coastal Carolina, we're committed to be a part of that change. For more than 40 years, we have rejected discrimination in any form. As a standards-based, mission-driven organization, we seek to take actions that are true to our core values of fairness, ethics and integrity, while fostering trust, diversity and inclusion among our many constituents. But we can do better and we must.

Building a diverse, inclusive and respectful

The Better Business Bureau feels the pain of our cities and neighborhoods in conflict.

We've learned that trust boils down to respect. Respect for each other, our similarities, and our differences.

Respect is equitable.
Respect speaks honestly.
Respect earns trust.



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culture begins in our workplaces. We are compelled by our standards to help build better and more equitable diverse businesses and to ensure that all businesses can reach their full potential in our communities. These local communities, where we live and work, are also where we must serve with a heart of inclusion, acceptance and belonging for all citizens.

We are developing a Diversity Panel, where its primary mission will be to provide assistance with strategy for the growth and development of minority-owned businesses within our region, as well as to help us develop educational plans to support our business partners with implementation of programs to spread awareness of racial and social injustice.

As a business owner, we have additional materials on handling crisis for you. If you are interested and want more information, please reach out to us.

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>.

2020 Calendar of EVENTS



- DATES SUBJECT TO CHANGE -

SEPTEMBER

18-20 2020 Home Improvement & Outdoor Living Show In MBCC

OCTOBER

6 ATA - Meet & Greet with Students & Parents
13 Board of Directors
20 HGHBA Family Outing
20-22 NAHB Fall Leadership Meeting

NOVEMBER

5 HGHBA Fall Clay Tournament
17 Annual Meeting - Election of Officers & Directors
19 HBA of SC Legislative and Strategic Planning / Board Meeting

DECEMBER

8 Board of Directors

Call (843) 438-4124 or email RAO@HGHBA.com for further information.

BRAND NEW 2020 COMPANY MEMBERS



Since May

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Scott Kink • *First Choice Plumbing Services*

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Scott Mitchell • *Quest Custom Homes*

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The Appeal Of Outdoor Living Areas Reaches An All Time High

by Sara Sobota

Now, more than ever there is a much higher emphasis on staying at home and having a very functional outdoor living area that the entire family can enjoy. Both new construction and remodeling building contractors have seen an uptick in homeowner requests for the design and installation of amenities typically found in resort areas. *Building Industry Synergy* reached out to seven local companies that can provide and service everything needing to bring the comfort and luxury typically enjoyed in top resort areas to your own back yard.

Family-owned **Southern Scapes Landscaping and Garden Center** is focused on helping both residential and commercial customers meet their garden and landscaping needs. Both branches of the business – a garden center and a landscape design/installation center – each offer both stand-alone and comprehensive products and services.

Jenna Hudson, co-owner with husband Nick, said the garden center has recently enhanced its offerings, partially in response to changes in market demand.

“In our garden center, we sell a large variety of plants, palms, outdoor décor,



Nick & Jenna Hudson

outdoor furniture, pottery, planters, landscape materials, mulches and rocks,” said Hudson. “We’ve expanded this year with a number of outdoor furniture options. We sell poly furniture made out of recycled plastic in many color options and have added several planter lines. With an outdoor kitchen model and landscape lighting on display, we’ve enhanced our outdoor living showroom. Since many people have postponed summer travel plans, we’re trying to offer everything that can help folks enhance that outdoor living space and create a perfect staycation.”

Jenna said many residential customers choose to do part of their projects themselves but come to Southern Scapes

for design advice and installation of larger items. It’s quite rewarding, she said, when she’s able to help customers who have moved from other areas of the country to master their own Southern space.

“Many of them do have a gardening background, and they’ve spent a tremendous amount of money and time trying to transfer that hobby here,” said Jenna. “To help those folks with a little bit of guidance as to what works best in their space, whether it’s light conditions or soil conditions – to give them knowledge that



can be so powerful is really enjoyable for us. Then they’ll call and say, ‘I failed so many times, but with the recommendations you gave me, I finally have a Southern garden that I can maintain and enjoy and take care of.’”

Part of that knowledge comes from the



Southern Scapes Landscaping & Garden Center is located @ 1310 Hwy. 501 in Myrtle Beach.



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Braxton Butler (Nursery Sales) talks with Ashton Hudson (Office Manager / Sales).

maintenance of Southern Scapes’ own 22-acre farm.

“We are doing lots of our own growing, and that sets us apart because we’ve got that growth space, and growing in that larger capacity, we learn things about which plants struggle and which grow and thrive,” said Jenna.

On the commercial side, Southern Scapes helps builders,



work with boards and also design.”

Jenna added that the family touch is noticeable at Southern Scapes.

“Our team cares,” Jenna said. “We’re more than a mom-and-pop business, but we still have that mom-and-pop feel.”

It’s hot outside, and the pool business is booming. A clear, refreshing, beautiful backyard pool has always been a valuable asset, and **Sunco Pools and Spas** can make your dream oasis a reality.

Sunco Pools and Spas builds custom, gunite, in-ground pools for residential and commercial properties and brings more than 35 years’ experience to the task.

“We design them with customized software right here in our showroom that offers a wide range of options,” said Sherri Gray, vice president of sales at Sunco Pools & Spas.

Doug Smith, a 20-year veteran with Sunco Pools, is head of all construction, overseeing projects from beginning to end. “He’s amazing. His work is just incredible,” said Gray.

Some of the commercial pools Smith has built include those at Island Vista, North Beach Resort, and Ocean 22 by Hilton Grand Vacations.

“We’ve built pools on top of hotels, we’ve done water parks, we’ve done commercial pools all up and down the coast here,” said Smith.

For individual homeowners, designing and building a pool with Sunco is an enjoyable experience.



“A pool is fun,” said Gray. “You get to design it because it’s custom. My favorite

contractors, and property management companies navigate the complex requirements of HOAs and architectural review boards in individual communities to ensure the needs of both the homeowner and the community are met.

“We work hand-in-hand to do design for a lot of the construction side of the industry,” said Jenna. “That’s been beneficial to our customers in that arena. They may have the crew to do the installation but not have the people to do the



(Continued on page 12)

part is picking out the tile color with the customer, the plaster, the decking. They might do stone; they might do glass tiles – I enjoy going through that process with them.



Sunco Pools & Spas construction manager, Doug Smith, has been with the company for over 20 years.

It's sort of like you're designing a house: it can be designed any way they want."

Gray said sun shelves are becoming popular as an element of a new pool build.

"They can be 8' x 8', 10 inches deep, and you can have lounge chairs in there and lie



in your pool and have water on you. That's become very popular, and I think it has to do with the heat in the summertime," said Gray.

Other popular trends include saltwater pools.

"On the front end, salt water requires less chemical cost for balancing your pool," said Gray, "but it's also a different feel on your skin than traditional pool water."

Sunco Pools & Spas also offers remodeling projects of all kinds. Gray said recent customers have been interested in adding outdoor kitchens,



(843) 236-7597

updated decking, or concrete pavers instead of traditional cement around the pool.

Another reason for the recent surge in pool builds is the COVID-19 pandemic, Gray said.

"A lot of people want pools in their backyard," said Gray. "People are entertaining at home more."

When the pool build process is complete, the homeowners' satisfaction is clear.

"I find them to be very happy," said Gray. "They love it -- they love



it for the entertaining end, and that their kids have something to do. A pool's a little bit of a luxury too, like a boat. I have not met one person yet that is unhappy with our pool build."

Regardless of the scope or size of the project, Sunco Pools and Spas can make your vision a reality.

"The most rewarding part of my job is after the pool build is completed," said Gray, "just to see the smiles on their faces and their happiness, the enjoyment they get from their pool build."



Palmetto Brick Company, which celebrated its 100th anniversary in 2019, continues to set trends and offer state-of-the-art products as well as provide stellar customer service throughout Horry and Georgetown Counties.



Palmetto Brick Company general manager, Chad Redwine in front of the showroom located @ 305 Greenleaf Circle in Myrtle Beach.

Chad Redwine, general manager of Palmetto Brick Company in Myrtle Beach, said he's noticed several area trends within the outdoor landscaping and living industry.

One bestselling item is Techo-bloc, a concrete manufactured product that's been popular in the Northeast for decades.



Techo-Bloc has been one of Palmetto Brick's best selling items.

Palmetto Brick Company offers a full range of Techo-bloc products for both commercial and residential use as well as a display of offerings at its showroom.

"We have pavers for pool decks, driveways, patios, and walkways. We have retaining walls for landscape, parks, pools, kitchen areas, and other outdoor component features," said Redwine. "They manufacture different styles, colors, and textures that stand alone. They really pride themselves in being a specialty manufactured product."

Techo-bloc brings a distinctly modern look to outdoor areas, Redwine said.

"They have products that have a large



color palette and different sizing for slabs: large areas, octagonal, diamonds – it's not your standard square and rectangle. It gives you a whole different look that's more modern than classic."

Customers are very pleased with the fresh look of the finished product and the relief from the heat of traditional concrete.

"People are loving the size of the products and the slabs for pool decks and patios that cover larger areas rather than your standard K pattern or I pattern," said Redwine. "They like the consistency of the color and ease of installation and enjoy the



Marmiro Stone

coolness of the product."

Another popular item is Marmiro stone, natural cut travertine mined from the earth in Turkey, which is also cool to the touch, used for pool decks, and offers a unique look.

"They have a myriad of colors, and they're all natural colors, so the color changes even among stones of the same name. There are color swirl patterns that fade

darker to lighter depending on the run they



(Continued on page 14)

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have in the earth," said Redwine.

Long considered an expensive product, Marmiro stone has come down in price because of new mining and distribution processes.

"People have always liked it. It's always had the aura that it's priced really high," said Redwine, "but that is not the case today.

Some companies are finding they can mine the travertine and get it to the States in a more economical way, so travertine has become more abundant of late."

Redwine has noticed another trend related to the recent pandemic.

"Firepits have always been popular, but they've been super popular since COVID-

19," Redwine said. "People are staying home, either furloughed or wanting to stay home and to enjoy their home. Fire pits are easily manufactured, easy to put together, and don't cost that much to have for the entertainment. People are also incorporating grill islands, grilling stations - just something to be outside."

"Isn't It Time to RELAX?!" Everybody wants to have outdoor fun and enjoyment in the summertime, so why not all year long? The Award-winning dealership **Elko Spas, Billiards and Pools** is ready to serve both commercial and residential customers to help create or enhance their outdoor or indoor living space.



Elko Spas Billiards & Pools is located @ 4718 Hwy. 17 Bypass South in Myrtle Beach.

The experts at Elko will handle projects from beginning to end, through the design, planning, installation and maintenance phases.

There is no budget too big or too small. Elko Spas, Billiards & Pools is the areas only Olhausen Billiards & Game Room Specialist, in addition to carrying HotSpring Spas, Jacuzzi Spas, Finnleo & Custom Cut



Saunas, Alaglas Fiberglass Pools and more.

The company can also customize pool tables and shuffleboard tables with the name, logo and colors of your company or resort. An outdoor pool table and/or shuffleboard table can complete any outdoor living space. The Elko showroom carries all the accessories needed for both.

The Elko team can design your entire project. Their primary products are American made.

In addition to designing pools, the Elko team can provide a 3D rendering bringing your entire project to

life before the construction begins. Michael Elko works personally with each customer using builder's plans, drawing your home in detail including the entire back yard project in 3D CAD. Elko also can include the plant schedule which you will need for the ARC. Consultations can be scheduled with Michael and the Elko team.

Elko celebrates their SWEET 16 anniversary in September.

Elko Spas Billiards & Pools offers the following products and services for residential and commercial customers:

- Hot tub and pool repair service and maintenance



Mike Elko provides 3D CAD renderings for many of Elko's customers in advance of the project.

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Kimberly Elko (left), Mike Elko (middle) & JoAnn Luyster (right) inside the Elko showroom.

- Hot tub relocations & moves
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- Above ground pool installations
- Replacement in ground pool liners on existing pools

- HOA / Resort service including commercial pool cleanings & maintenance contracts
- Pool table services including replacing the cloth & other maintenance
- Pool table supplies
- Darts & dart board supplies
- Hot tub & pool water care, aromatherapy & accessories

Great reputation and reviews, in addition to stellar products, are the reason Elko Spas, Billiards & Pools was named the HotSpring Spas Southeast Dealer of the Year in 2019, as well as winning numerous other accolades such as being voted the area's #1 Spas & Pool Dealership year after year.

The Elko Spas, Billiards & Pools store and showroom is open Monday through



Elko Spas Billiards & Pools was named HotSpring Spas Dealer of the Year in 2019.

Friday from 9:00 AM to 6:00 PM & Saturday from 9:00 AM to 5:00 PM twelve months a year. Appointments are available. The showroom is very family friendly. Customers can have their water tested and analyzed if needed.

Elko offers discounts to all Horry Georgetown HBA members.

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developments, golf courses, landscape contractors, municipalities, and universities. Plants Direct Nursery and Garden Center, the retail branch, provides customized services to new or existing homeowners.

Owner Randy Gaskins, who has been in the business for 38 years, said his company's

60 years of combined experience in landscaping plus the comprehensive nature of its services make it uniquely situated to offer top products and service.

"We can take care of a project from

(Continued on page 16)



Randy & Leigh Anne Gaskins in front of their nursery & garden center in Little River.

to help them visualize what the outcome may look like.

“For a typical residential job, I go to the customer’s home to give them ideas: what plant material would look the best, what would grow well in certain areas. Then, we take it from there: design, installation, irrigation, sod, rock, and mulch,” said Gaskins. “I then visit the jobsite multiple times throughout the installation and always follow up after the job is finished to make sure everything is growing properly and they’re happy with the completed project.”

Plants Direct allows customers to hand-select their plants from its 4-acre location in Conway, its 7-acre tract in Little River, or its 2,500 square foot indoor showrooms, which

concept all the way to completion,” said Randy. “This is one reason customers appreciate our service. Most customers tend to like to deal with one company versus multiple companies.

“People who have moved here from Northern areas gain particular benefit, as we can educate them on plants that do well in this area,” Gaskins continued. “The plant palate for this area may be new to some customers; therefore, meeting the customer at their home to discuss the many options they have seems

are full of indoor/outdoor décor.

“If a person wants to buy a palm tree, they can come to one of our locations, and we ask them to tag the tree of their choice, and we’ll bring it to their home and install it for them,” said Gaskins. “Residential customers really like being able to come to one of our locations and tag the actual plant materials that will go in their yard.”

Gaskins has noticed that residential landscaping projects have become more common recently, since more people are staying at home due to COVID-19.

“Many people are sitting at home looking at all these projects they’ve been wanting to do for a long time, and suddenly they have the time to do them,” said Gaskins.



The exterior & interior of the nursery & garden center located @ 2019 Hwy 544 in Conway.



The exterior & interior of the nursery & garden center located @ 1741 Hwy. 57 North in Little River.



Plants Direct services many communities, golf courses, municipalities, and builders in North Carolina and South Carolina.

In the end, Gaskins said, it’s customer service that sets Plants Direct apart.

“We always work hard to be number one in customer service, and we do appreciate our local people shopping with us instead of going to the big box stores,” Gaskins said. “We take care of all our customers.”

The General Pool Company does much more than just build pools; it creates backyard spa experiences.

Encouraging customers to “Enjoy the casual elegance of your backyard retreat,” the General Pool Company brings its 33 years of experience to every residential and commercial project. Owners Tommy and Troy Ashburn work to create not just an outdoor activity for families, but a sophisticated outdoor lifestyle environment.

The General Pool Company offers all the latest trends in pool builds: LED lights with app-oriented control systems, tanning ledges complete with umbrella anchors, and



Tommy Ashburn (left) & Troy Ashburn (right)

salt generators. In addition, it offers an array of water features, an endless range of choices for pool shape, and a cohesive design that brings all the backyard oasis elements together.

“People like raised waterfall features,” said Tommy Ashburn. “It offers water agitation that’s soothing and tranquil. It’s like a river with a stream running through rocks; you can hear it. A lot of people like water agitation, whether it comes from a raised waterfall, deck jets, or a rain

(Continued on page 18)

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Tommy Ashburn (middle) & Troy Ashburn (right) visit with homeowner, Rob Mahon after the outdoor living area was completed.

curtain – it's the sound of running water. In addition to being peaceful, it can drown out a lot of outside noise."

The Ashburn brothers' decades of experience means they can help customers create the pool of their dreams of any shape or size.

"Homeowners like the freedom to determine their own shape," said Tommy Ashburn, "and we provide them with 2-3 drawings to choose from once they give us a direction. For example, a homeowner might say, 'I like that



Troy Ashburn (right) visits with homeowners, Kim & Zhen Ridgway after the outdoor living area was completed.

curvy shape,' and I say, 'Ok, you like lagoon style,' and we know to design a couple different pools within this freeform radius. Or, one might say, 'I like a rectangle, but I don't want just a rectangle. Is there anything else you do?' and we can do a shape with rounded corners or punch outs and different designs that will bring it up to date."

The ability to create a cohesive design among all backyard elements is another unique benefit. The design develops out from the five colors involved in the pool build with a raised hot tub: tile, coping, pool deck paver, stack stone, and quartz plaster.

"We hand-pour custom copings with particular colors that will help the whole project to modularize together," said Tommy. "We've perfected those over the

years. They look really beautiful."

Other backyard features such as fire pits can also fit the selected style and color scheme.

"We can match your fire pits to your pool and hot tub in a separate location and make it flow



together," said Tommy. "If we build that hot tub, we can create the same look in the firepit – it would be a little mini-me of the raised hot tub across the way."

With their knowledge, vision, and experience, the Ashburn brothers with General Pool Company bring luxury and elegance to any backyard space.



Troy Ashburn visits with homeowner, Margaret Weinberger after the outdoor living area was completed.

A key component of enjoyable, carefree outdoor living is caring for your lawn and landscape, yet keeping them healthy and beautiful can be a challenge. Irrigation systems are a common solution, but much depends on the quality of the system and the company.

Conserva Irrigation brings a new

approach to irrigation, offering state-of-the-art technology, customized features, and stellar customer service that make the difference between achieving a comfortable outdoor environment or wasting time, resources, and money.



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Owners Pam and Jay Griffith, along with partners Dawn and Bill Hester, brought the Conserva system to the Grand Strand last year, and they've been helping create healthy landscapes ever since.

Pam Griffith emphasized the ease and convenience, in addition to the excellent



Senior Technician, Stephen Burks (right), works with Technician Assistant, Matthew Hester (left).

performance, that comes with installation of a Conserva system as part of a home build.

"To builders, it's the ability to provide new homeowners with a system they're not going to have to put in and not have to worry about," said Pam. "It gives them a



(from left to right) Bill Hester, Dawn Hester, Pam Griffith & Jay Griffith are all partners in Conserva Irrigation.

system that is under warranty and easy to manage. Working alongside builders, our technicians can offer the quality of our work and quality of the equipment that we use."

With a Conserva installation, homeowners are provided with a



That way, whatever they might want to add – a fence, an invisible fence – they have all that information available to them to make sure they're not damaging any irrigation lines. This is a tool for the homeowner to file away with the closing documents. It's something no other companies provide."

Remote system management is another element that sets Conserva apart from other companies, allowing homeowners assurance the system is operated efficiently.

"If a homeowner is here only part of the year, they can control that whole system from anywhere

comprehensive blueprint that provides the owner with key system information.

"We create a deliberate design for each home," said Jay. "We make sure the homeowner sees exactly what we installed. As the house is built, we lay out every valve, every head, down to a drawing of their property line to line, color coded and to scale.

in the world," said Pam. "This allows them to make sure they're irrigating the right way. Instead of being set for a standard 20-30 minutes a day, for example, our systems have ground sensors and rain sensors that indicate when watering needs to happen."

The Griffiths noted another key element of the irrigation industry: maintenance and customer service. They have heard from many new homeowners who have a problem with their months-old system and are unable to obtain service and attention from the landscaping business that installed the system.

"Since that's all we do, we understand exactly what they need," said Jay.



Senior Technician, Rick Niski

"Landscapers are focused in multiple areas, so irrigation systems are not always their top priority," Pam agrees.

"We focus only on irrigation," said Pam. "We focus on one thing and do that one thing the best we can do it." ■





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JV Barr Construction

A Second Generation Of Building Excellence



by Susan Roush



PHOTO © CHUCK GEE

Brandon Elvis meets with Amie Barr in the Venture Engineering conference room. Amie and Brandon have worked together since the 2000's and plan on working together on many more future projects. Brandon was instrumental in Amie & JV Barr Construction joining the Horry Georgetown Homebuilder's Association.

Some of life's greatest gifts come wrapped in peculiar packages. Amie Barr, Owner and General Contractor of JV Barr Construction knows this first hand. Amie graduated in 2002 from Coastal Carolina University with a degree in Dramatic Arts and Musical Theater. "My journey to the GC license is actually quite interesting," she said. Amie and a group of friends intended to move to California to pursue their acting dreams until Amie was involved in a bad car accident.



The S&ME Engineering office building is located on Hwy. 501 business in Conway. This project was referred to JV Barr Construction by Steve Powell. JV Barr Construction was the General Contractor responsible for the construction.

She spent two weeks in a hospital enduring body reconstruction with pins, rods and plates, followed by four months in a hospital bed in her parents' living room. Her father Joseph Virgil Barr, founder of JV Barr Construction Company, would bring home plans in the evening. "He sat by my bed, and we would go over plans. I just found it so intriguing and enlightening; it just fed my soul at the time," Amie recalled. After healing, Amie started accompanying her father on job sites and began to pick up the practicalities of the trade. She decided to go for her GC license. At the time it was a migraine-producing 8-hour



PHOTO © CHUCK GEE

JV Barr Construction worked with the owner and Venture Engineering overseeing the construction of the Dunkin' Donuts and attached office spaces located on Hwy 707.

exam that everyone told her not to expect to pass the first time. Amie had the fortitude to stay focused hour after hour. She passed the test (the first time) to become an unlimited general contractor. Amie said, "It was such an amazing success after such a letdown of not being able to go to California and fulfill my dream of becoming a great famous actress!"

Joseph Barr was a full-time minister, and he was also a carpenter, which was his start in the building industry. His ministry in small

churches allowed the flexibility to take on carpentry jobs to add to the family income, and eventually he decided to get his GC license. In hindsight, Amie now realizes that in many ways she and her father didn't realize the company's potential – partly because of the lack of mentorship and support from the building community at the time. "Now I'm in the HGHBA and all these people are willing to help. I see where God has put these people in my life to help me grow this business as big as I want," Amie said. The business began

to gather momentum and then the financial crisis forced Amie to take a job outside of JV Barr, though she kept her hand in, returning frequently to Horry County for various projects.

In 2018 Joseph Barr suffered a fatal heart attack. Amie decided to dedicate herself to JV Barr Construction so that she could redesign and redevelop the company, not only to honor her father's legacy, but to build a future for her own family. Going forward, Amie imagines doing more commercial than residential work. She said, "I just really



PHOTO © CHUCK GEE

JV Barr Construction was the General Contractor responsible for the construction of the Dunkin' Donuts and attached office spaces located on River Oaks Dr. in Myrtle Beach.



PHOTO © CHUCK GEE

JV Barr Construction designed and constructed the Conway Church of Christ. This was the home church of Joseph Barr. This building, completed in 2005, is located on Hwy. 378 just outside of Conway. The original architectural shingled roof was replaced in 2016 following Hurricane Matthew.

like the commercial industry. I like up-fitting and taking buildings that have good bones and turning them into something else.” She also likes remodeling, site work, and watching land transform into a dynamic new purpose.

“When things happen, we don’t necessarily know why, but as time passes, we look back and go – ah,” Amie observed. Had it not been for

the car accident, she would have missed precious time with her parents, including caring for her mother who passed away in 2012, six years before her father. In the broader scope Amie believes, “I just feel the reason I’m here is to spread joy, and if I can do that in any small way – bringing people joy by turning a house or store front into something special – that is my passion.”

Steve Powell, owner of Venture Engineering in Conway, has known the Barr family since the early 2000s. Joseph Barr was the GC on a three-building complex, one of which is the office space for Venture Engineering. Steve came to know Joseph Barr through the Conway Church of Christ when Joseph was their minister. “He actually went out and got his GC license so he could be the contractor to finish the church so they would not have to hire a more expensive contractor,” Steve said.

JV Barr has been the general contractor on some of Venture Engineering’s Dunkin’ Donuts projects, additions and upgrades to Sands Ocean Club, and a number of other jobs. Venture Engineering prepares structural plans and works with architects to prepare architectural plans for a building. “A lot of times people will ask if we know a general contractor we can recommend,” Steve said, “and JV Barr is often one of the names we would recommend.” Steve added, “There’s a lot of commercial work going on right now and there’s a variety of commercial work.



The inside of the Conway Church of Christ was designed by Joseph Barr. Amie Barr took on the role of interior designer, with a desire to give the church a modern look and feel.

Sometimes commercial work is simply an up-fit in a strip center where you have a shell space to up-fit to add a business. There are fewer commercial GCs in the area than residential contractors.”

Steve has known Amie since she was in high school. He said, “Contractors come in all shapes and sizes. When you have clients that really want to be intimately involved, that’s where I generally find that JV Barr excels because of their interpersonal skills. Amie is probably even better than her dad in talking with people, meeting with people, and developing consensus. I think JV Barr’s strength is having the ability to work with people that want to be hands-on involved with the construction process.”

In Steve’s view, “Trust and integrity fundamentally comes down to character and that’s something Amie has learned since the day of her birth. Her dad and mom were two of the kindest, most generous people - I couldn’t go on enough – and she’s got that in every fiber of her body and that’s probably why I would say she has a great future in the industry because of those characteristics.”

Sylvia Hickman, Realtor with Century 21 Broadhurst, met Amie through the HGHBA. She said, “I



PHOTO © CHUCK GEE

Venture Offices, owned by Steve Powell, was built shortly after the construction of the Venture Engineering office building. JV Barr Construction was the General Contractor responsible for the construction.

found her to be a person of integrity. That’s the main thing with me is that I need to trust the person that’s going to be working with me.”

Sylvia learned how Amie came into the business and said, “I realized Amie wasn’t just doing this for herself; it was like a legacy, she wanted to do a really good job because this [business] is something her father left her and it just meant the world to her.”

The Hickmans have land in Conway where they will build a gracious four-bedroom, all-brick two-story home. Once all the architectural changes are complete, Amie will price it out for the couple. This will be their

second custom build. Sylvia said, “We had one in Columbia and worked with a builder there who was very hands on throughout the process, and I feel Amie will do the exact same thing.” Sylvia’s husband walked Amie through their current home so she could get a feel for their taste. Sylvia added, “She made me feel very comfortable. There’s going to be things that you’re not going to see, and people can take shortcuts. I feel like she’s not that type of person that would take a shortcut.” They hope to break ground in early Fall 2020.

Besides the Hickman’s residence, JV Barr Construction is currently



PHOTO © CHUCK GEE

JV Barr Construction assisted the owner of the Northwood Community property in permitting and overseeing the construction of the homes. This subdivision is located off Dongola Rd. just outside of Conway.



PHOTO © CHUCK GEE

PHOTO © CHUCK GEE



The rendering of the Hickman's home mentioned above. The Hickmans are excited about building and moving into their new home where Marvin will have a small wine cellar and Sylvia will have a fire pit in the back constructed from bricks salvaged from Marvin's grandmother's home.

Sylvia Hickman (middle) is a fellow member of the Horry Georgetown HBA. Sylvia and her husband Marvin (right) review a set of plans with Amie Barr in front of their land off of 701 North in Conway. The Hickmans hired JV Barr Construction to build their beautiful 3,500 square foot home on this one acre lot.

involved in a Kingstree SC project "that is directly in line with my goals, motives and morals," Amie noted. It is an up-fit of barracks for Veterans housing. They will also transform a building on the same property into an after-school and summer camp facility for kids. Amie is also working on a multi-unit apartment project, and is in preliminary discussions for a church construction project. ■



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The Importance Of Making The Proper Decisions Regarding The Exterior Design & Installation Of Today's Roofing & Guttering Systems

The exterior of any home or business is the first thing individuals notice. The curb appeal and durability of today's exteriors, including the roofing and guttering systems, have become increasingly important in the design and planning of both new construction & remodeling projects. The Grand Strand area has experienced a lot of heavy rain over the past couple of months. This is in addition to the fact that we are currently in the middle of the 2020 hurricane season. An effective roofing and guttering system can help to protect your investment from the above for many years to come. *Building Industry Synergy* reached out to three respected professional companies in our area that carry the products and offer the services that our local building contractors, property management companies and homeowners need to successfully design, plan and install the proper exterior systems.

A roof is a major investment in one's home, and when it's time for a new one, homeowners need assurance that the roofing company offers experience, quality, and integrity in both its products and its service. Spann Roofing has been in the roofing business for 63 years, and this family-owned company takes pride in selling and installing durable roofing that fits the homeowner's needs.



Kimberly Stoffel, division manager of **Spann Roofing**, said the company is a certified GAF master elite contractor, a claim very few roofers can make.

"Only 3 percent of contractors in North America have that title; you

have to meet certain criteria including the volume, quality of work, proven reputation, and ongoing professional training," Stoffel said.

Dave Wahrendorff, project estimator, is a key element in the integrity of Spann Roofing.



Dave Wahrendorff

Wahrendorff completes the initial site visit and determines the homeowner's needs depending on the condition of the current roof.

"Dave has gone out to look at a roof and he'll say, 'You have another three years before you need to have it replaced.' Then, he'll give them an idea of what it will cost, so they can prepare for the future. He doesn't say, 'Oh yes, we want to sell this to you right now.' He'll be upfront with the homeowner."

Spann holds its work to the highest standards and avoids taking shortcuts that will, in the long run, lead to a



shorter life for the roof.

"We do complete tear offs and re-roofs, so whatever roof you have on there, it's coming off," said Stoffel. "Some companies put a roof on top of the existing roof. You can do that, but you're not going to get near the lifetime out of it. And I try to explain to people, 'It's like putting a band aid on it. Who knows what kind of issues you have underlying in your wood? You're spending thousands of dollars, and you're going to have to do it again.'"

Project field manager Hilton Knight oversees each job, ensuring the project runs smoothly with complete customer satisfaction. In addition, Spann Roofing always has a cleanup person on the ground constantly

(Continued on page 26)



(843) 347-2220



Hilton Knight

collecting debris so the site is clean at the end of each day.

Spann Roofing might not be the most inexpensive bid, Stoffel said, but the customer is paying for quality and peace of mind.



“Our quotes are detailed, our information is detailed, our work is detailed,” said Stoffel. “Anybody can come in and just throw a roof on your house, but we just care about it so much. Everyone just takes so much pride in what they do. We see it through to the end.”

Suncoast Building Products & Services Inc., a family owned and operated small business located in the heart of downtown Historic Conway SC continues to follow the forever evolving guttering industry through the perils and blessings of 2020. These gutter experts, enjoying success for more than 20 years, have been featured in several major publications including *Southern Living Magazine* and *Gutter Enterprise Magazine* and continue to be awarded annually for excellence in their field. Owner and master installer Darryl Hill said, “I’m thankful to see the market still booming in Horry County even



(from left to right) Darryl Hill, Lesley Hill & Zeb Hill

through the pandemic and civil unrest this year and even more honored than ever to be of service to all of our valued clients and their referrals.”

Horry and Georgetown Counties have been hit with extremely heavy rainwater and flooding over the past 4 years and a correctly installed guttering system is essential in helping to control the flow of heavy rainwater from these storms which flood, erode and destroy foundations and expensive landscapes. A good gutter system will aid in the control of drainage and foundation erosion. Qualified gutter installers should understand the different types of foundations builders use to aid in making good gutter and gutter cover decisions for their clients.



Suncoast Building Products & Services appreciates all of the relationships that they have established with the local building contractors.

The use of pop ups, diverting drains and downspouts can be key to moving water away from your property. Roof pitch is another factor in determining whether you will need a standard or commercial size system in order to catch the water as it runs down from the roof.



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Darryl also added, through the Autumn months and hurricane season, keeping gutters free of debris in areas with pine trees and heavy foliage is easier with a top of the line “Pine/Leaf Gutter Guard Protection System”. These guards capture falling pine needles and foliage and allow water to flow properly through the gutter. He states, “We carry a number of great protection systems. Last but not least, gutters and downspouts are now being installed not only for function but also for ‘Curb Appeal’. They come in all sizes, shapes, colors and materials these days and can be a quite lovely exterior addition to the decoration of your home.”

community. She firmly believes all builders and contractors should use local small businesses and local subcontractors who live and raise their family right here in Horry & Georgetown County. As a Horry Georgetown Home Builders Association Member and honored Board of Directors member she says, “I am totally committed to service and promoting “good will” between all contractors, subcontractors, businesses large and small, along with supporting our local and state legislative branches and elected officials.”

Both Darryl and Lesley spoke about the issue of trying to balance this incredible housing boom with the



Darryl Hill (standing in photo) and his son Zeb Hill (on ladder) have become two highly respected gutter installers across Horry & Georgetown Counties.

demand and is an unwelcomed complication for all construction and skilled trades.” She further explained, “Baby boomers are retiring, and most millennials are disinterested in outdoor skilled labor as a profession. This leaves us with the dilemma of head hunting to find qualified workers to meet the rising demand. To help out we have become very involved in aiding and supporting the educating of our youth about careers in construction through the HGHBA, staying in contact with the Academy for Technology and Academics and SCWORKS along with reaching out to



Suncoast Building Products & Services is proud of their “Family Owned and Operated” business title. Lesley Hill, the company’s CEO, is and always has been active in her

arduous task of finding qualified and professional gutter installation technicians for hire in our area. Lesley said, “The skilled labor market in Horry County is insufficient for the



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(Continued on page 28)



Horry Georgetown Technical College. We have also instituted a 'Train & Earn' program where we will hire serious applicants and provide them with tools, boots and uniform shirts to learn the gutter trade on the job."

Finally, Suncoast's continued success is attributed to skilled experienced workmanship, excellent craftsmanship, and offering superior products at the best price. Their understanding of the essential business principle of "Customer Service & Good Communication" keeps the contractors, home- owners,

business owners, and their referrals coming back year after year.

Darryl and Lesley Hill along with their son and crew leader Zeb Hill lead SunCoast Building Products & Services, Inc. Megan Hill, Zeb's wife, is the company's office administrator. This small but mighty team has been in business since 1998.

The biggest trend Jeff Griffin, branch manager for **Richards Building Supply**, has noticed lately is the shift toward more metal roofs. While there are a lot of new products



Worthouse metal roofing

out there, they've had great success with Worthouse metal roofing products which have a 200-mph wind-resistant rating and come with a 30-year coastal warranty. "It goes up easy and stays put," Jeff explained. "And the longevity and performance is worth the extra cost, especially when some of our customers have seen a 10-25% decrease in their homeowners' insurance premiums."



Jeff Griffin

Jeff is quick to point out the company's ability to source absolutely anything exterior on a house. Over the

last few years, the sale of roofing materials has increased dramatically. "The IKO shingle has sold the best for us. It is every bit as good of quality at a better price because the company is not as known as much as some of the big names."

The right roofing can boost the curb appeal of any style of home, from rustic to urban, colonial to contemporary. You'll find the perfect asphalt roofing shingles for yours in one of IKO's four collections:

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Estate homes and properties of caliber demand a type of roofing that's as distinctive, beautiful and unique as they are. IKO's Designer roofing shingles offer you the ultimate in weather protection and mimic the sought-after, designer look of natural slate tiles or cedar shakes without their associated maintenance worries and expense.



IKO Cambridge Architectural Shingles

in popular colors and in unique color blends. These roofing shingles have a large exposure, high-definition profile and dimensional thickness that make them a popular choice among homeowners and deliver the best over-all value for contractors.

Architectural Shingles

Cambridge laminated architectural roofing shingles are IKO's most popular among homeowners and roofing contractors.

Available in a wide array of stunning, color blends, their high profile and dimensional thickness will enhance the roof scape of any style of home. Cambridge architectural shingles have one of the heaviest mats in the roofing industry, for superior weather protection. Installers appreciate their special Advantage size, too.

IKO Cambridge architectural shingles use straight, not angled, cuts. Their dimensional profile, deep shadow bands and staggered dragon's teeth create the appearance of natural wood shakes for a high-end designer look at an affordable cost. IKO Cambridge shingles enhance any home's style, from traditional to modern, rustic to urban. They're engineered to withstand the elements for years, making them one of the most durable shingles you can buy. ■



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MYRTLE BEACH AREA CHAMBER OF COMMERCE

Real-time Water Quality Monitoring At Your Fingertips

by Sarah Stephens, Communications Manager, Myrtle Beach Area Chamber of Commerce

Each year from May 1 through October 1, DHEC, area municipalities, nonprofits and universities routinely collect water samples along the coastline, testing bacteria levels, particularly enterococcus bacteria. According to DHEC, enterococci are not generally considered harmful to humans, but their presence is an indicator that other disease-causing organisms may be present. When elevated levels of enterococcus bacteria are found, a temporary swim advisory is often issued for the affected portion of the beach.

Most short-term swim advisories are issued after heavy rain and typically last fewer than 24 hours. DHEC posts these temporary advisories as well as long-term swim advisories publicly on their website. In years past, when elevated levels of enterococcus bacteria were identified, DHEC would also issue a press release with these swim advisories for the affected areas. Sometimes media outlets would issue the news immediately, but oftentimes, the reports would be released too late, after the advisory had expired. This lag in reporting unintentionally led to confusion for beachgoers and left a lingering concern about our overall water quality.

Area leaders recognized the challenges this delayed reporting created and sought new opportunities to reach the people who need access to the information the most – beachgoers. But no one organization could solve a problem

of this magnitude alone. Jimmy Gray, MBACC's director of government affairs, worked with his contacts in local government agencies and DHEC to develop a public-private partnership to address this ongoing challenge.

In 2019, members of the public-private partnership identified the concerns with the current reporting system and launched a pilot program to test a website designed to provide real-time beach information in an easy to digest format. The pilot proved successful for all involved organizations and in 2020, **CheckMyBeach.com** was officially launched, replacing the decades-old process of issuing daily press releases.

To ensure members of the community knew about the change, DHEC held road shows across the Grand Strand in early 2020 and posted their presentation online for those who were unable to attend a live event. To ensure beachgoers have easy access to the program and information in real-time, local municipalities installed new signage at many beach accesses. Beachgoers can use their mobile devices to scan the QR code on the sign for instant access to **CheckMyBeach.com**. From there they can click the beach monitoring link where they will be taken directly to DHEC's water quality site where they can find a list of frequently asked

questions about water quality, and search by beach and/or address to obtain the most current information.

The benefits of **CheckMyBeach.com** stretch beyond real-time water quality information, however. The site also provides information on identifying dangerous rip currents, a topic not well-known by people who don't live on the coast. The site also provides an explanation of beach warning flags and general beach safety tips. Live beach cameras, weather and tide information have also been added to **CheckMyBeach.com** recently as the site continues to expand into a one-stop location for the most important beach information for individuals accessing the coastline along the Grand Strand.

Public response to the new site has been positive. Website analytics show people are scanning the QR code from the beach accesses which tells us we are meeting our goal of providing real time information to those who need it the most – the people at the beach.

CheckMyBeach.com provides an example of how a true public-private partnership can benefit an entire community. Visit **CheckMyBeach.com** to view a list of our partners and to learn more about this important program. ■



EDITORIAL CALENDAR 2020-2021

SEPTEMBER / OCTOBER ISSUE 2020

- BATHROOM & KITCHEN DESIGN
 - MILLWORK ~
Doors / Windows / Specialty Products
- Space Reservation: August 28 Material Close: September 4

NOVEMBER / DECEMBER ISSUE 2020

- HOME AUTOMATION / SECURITY /
ELEVATORS / ACCESSIBILITY EQUIPMENT
 - WINDOW COVERINGS & TREATMENT ~
Exterior & Interior
- Space Reservation: October 23 Material Close: October 30

JANUARY / FEBRUARY ISSUE 2021

- Distributed to show attendees @ the 2021 HGHBA February Home Show from BIS booth close to the front entrance to the show in the Myrtle Beach Convention Center.
- LOCAL BUILDING SUPPLY
 - ENCLOSURES / SUNROOMS
SCREEN ROOMS / AWNINGS
 - SITE WORK / BRICK / CONCRETE / PAVING
- Space Reservation: January 15 Material Close: January 22

MARCH / APRIL ISSUE 2021

- FLOOR COVERING
 - ENERGY EFFICIENCY ~
HVAC / Propane / Solar / Water Heaters
- Space Reservation: March 12 Material Close: March 19

MAY / JUNE ISSUE 2021

- PROPERTY MAINTENANCE
- Space Reservation: May 14 Material Close: May 21

JULY / AUGUST ISSUE 2021

- OUTDOOR LIVING SPACE ~
Landscaping / Irrigation / Pools & Spas /
Hardscapes / Outdoor Kitchens / Lighting
 - EXTERIOR PRODUCTS ~
Roofing / Siding / Specialty Products
- Space Reservation: July 2 Material Close: July 9

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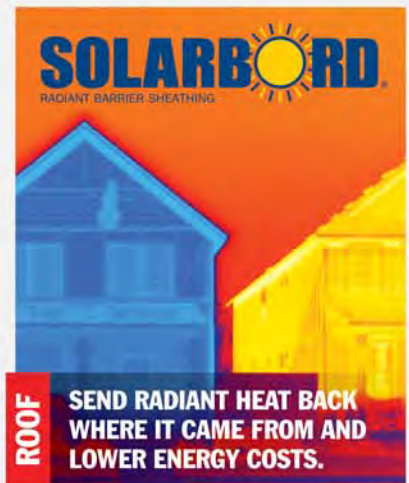
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