# Building Industry SYNERGY

www.BuildingIndustrySynergy.com

Visit The Building Industry Synergy Representatives In The Pre Function Area At The HGHBA Home Show In The MBCC February 3rd - 5th

(In The Lobby Close To The Ticket Booth

Show Workshop
Seminar Schedule Page 5

Times II

Walley Control

### 2023 FEBRUARY 'SPECIAL ISSUE'

FLOORING

AWNINGS & ENCLOSURES
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EXTERIOR PRODUCTS & ROOFING
SECURITY & HOME AUTOMATION
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DOORS & WINDOWS
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Show Exhibitor Map Pages 26 & 27

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### table of contents

The Horry Georgetown HBA Presents The Annual 2023 Home Show In The Myrtle Beach Convention Center February

The overview of the entire show & Workshop Seminars schedule

Visit SpringShow.HGHBA.com for further information. The HGHBA Pet Project Hosts 28th Annual Fundraiser At The Home Show.

#### PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

Visit BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist you with your new construction, remodeling or property maintenance project.

#### PAGE 9

#### 2023 HGHBA New Member Inductees / 2023 HGHBA Calendar Of Events

The HGHBA New Members since August & the HGHBA New Member Inductees from the 10-18-22, 11-16-22 & 01-17-23 General Membership Luncheons. The 2023 HGHBA Calendar of Events.

#### Two Brothers Wood Works

Two Brothers Wood Works is a family-owned and operated business that creates heirloom pieces - tables, shelves, bar tops - to order, using wood from trees that have come down through storm damage or sources other than logging or clearing land.

#### PAGE 12

#### Mission 22

The Board of Directors is composed of Special Forces operator Mike Kissel and Infantryman Brad Hubbard. Because of their personal battles with PTS and TBI, they have made it their mission to raise awareness, enlist support, and end Veteran suicide in America.

#### PAGE 16

#### Quick Step Flooring

Quick Step is the hard floor surface solution that simply transforms your living space. The WetProtect™ TEKnology offers the right kind of waterproof with watertight joints, a to create the perfect indoor or outdoor proprietary waterproof finish and a lifetime surface and subfloor warranty.

#### Carolina Home Exteriors

A mainstay in the Carolinas since 1980. Carolina Home Exteriors (CHE) is the master of creating award-winning outdoor living spaces, from sunrooms, screen rooms pergolas, pool enclosures and patio lanais, for ore than 12,000 satisfied clients

#### Notes Page For The Show Attendees

Space where the show attendees for the 2023 February Home Show in the Myrtle Beach Convention Center February 3rd – 5th can make notes reguarding the companies & company professionals they spoke with & contact information from the exhibitors.

#### PAGE 26

#### 2023 HGHBA Home Show Exhibitor Map & List Of Exhibitors

This two page spread shows the map of the entire show in the Myrtle Beach Convention Center on February 3rd - 5th, as well as a list of all of the exhibitors & where they are

#### PAGE 28

#### **Eclipse Premier Shading Systems**

Every Eclipse shading system is custom made and professionally installed by our independent dealers to meet your individual requirements. The Eclipse Premier is available up to 40' wide with projections up to 13'.

The Horry Georgetown Home Builders Association Will Hold A Silent Auction To Benefit The Grand Strand Humane Society At The 2023 Home Show In The Myrtle Beach Convention Center February 3rd - 5th

The Grand Strand Humane Society (GSHS) is so happy to have been chosen as the Horry Georgetown Home Builders Association (HGHBA) Pet Project charity for the 43rd Annual Home Show

#### PAGE 32

#### Elko Spas Billards & Pools Isn't It Time To Relax

Elko Spas, Billiards, and Pools knows how environment. With nearly 20 years of serving the Grand Strand community, owners Kimberly and Michael Elko have built the trust of hundreds of clients and builders

#### How To Plan Retirement From Business

**PUBLIC AWARENESS** 

operating their business and give little thought retirement or exiting the business until the event is upon them. It takes years to

#### PAGE 36

#### Palmetto Road Waterproof Flooring

floors with the durability of rigid core, Palmetto Road Waterproof Flooring brings outstanding flooring solutions for residential, multi-family, corporate, and commercial

#### PAGE 40

#### For What It's Worth Appraisals

FWIWA of the Grand Strand has served all of Horry, Georgetown and Brunswick counties for more than 15 years. FWIWA prides itself on proving excellence and industry leading service in an industry that is so vital to the health of the Real Estate market. When it comes to Real Estate Appraisals, having an educated and competent team behind you is of highest priority to ensure your real estate investment is worth it.

#### PAGE 42

#### Cali Vinyl Flooring

The Best Value Per Square Foot

An established hit among retailers and flooring shoppers alike, CALI Vinyl luxury plank delivers instant home transformations that are easy to install and show off. Aside from its CALI Vinyl line, CALI also offers solid and engineered bamboo flooring, engineered hardwood, composite decking, area rugs, artificial turf, and more.

#### **Building Horry & Georgetown Counties Building Workforce**

Construction Palooza @ The Academy For Technology & Academics Will Take Place In May 2023 The Horry Georgetown Home Builders Association (HGHBA) is working on constructing a better tomorrow for the building industry's workforce. In a time when the industry is hurting for more workers in all aspects of construction the HGHBA is heavily promoting careers in construction. The HGHBA Workforce Development Committee is committed to building a stronger workforce through education and exposure to the trades.

#### PAGE 47

#### 2023 - 2024 Building Industry Synergy Editorial Calendar

The schedule for the three remaining annua issues in 2023 & the first issue in 2024, as well as the topics that will be discussed & the space reservation & material close deadlines for each

## **B**UILDING INDUSTRY

SC - GRAND STRAND

2023 FEBRUARY 'SPECIAL ISSUE'

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#### on the cover

Carolina Home Exteriors' owner, Ted Cligrow (2nd from right) enjoys visiting with recent customers, Yvonne Talaska (2nd from left), Michael Talaska (far right) & Carolina Home Exteriors operations manager, Janet Duffy (far left), in the backyard of the Talaska residence. The Carolina Home Exterior's (CHE) team built a back sunroom and a pergola in their backyard, and installed hurricane shutters on the home's windows. "They were very professional, pleasant, and honest about everything," Yvonne says. "Sometimes, you have something done and you have a certain idea of how it should turn out or what the process is going to be, and then it doesn't quite turn out that way, but, with them, everything was honest and timely. Once they started, they completed everything. There were no disappointments."

I think it all boils down to the people and leadership", says CHE owner and president Ted Cligrow, who took over the business in 2011. We put a tremendous amount of effort into the ongoing personal and professional development of our employees. We put emphasis on having contractor training opportunities, incentive programs and onsite demos to enhance their skills.

Upholding a business model built on superior service, refined craftsmanship and customer education, Cligrow and his team of more han 30 employees strive to overcome the challenges of the construction/remodeling industries by becoming a true Consumer Advocate.

VISIT THE PROFESSIONALS @ CAROLINA HOME EXTERIOS IN BOOTH'S 200 & 201 @ THE HOME SHOW IN THE MYRTLE BEACH CONVENTION CENTER FEBRUARY 3RD - 5TH.



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- Workshops/ Culinary Demonstrations
- Silent Auction to Benefit Grand Strand Humane Society
- Waccamaw Arts & Crafts Guild Exhibit

For Additional information or to view on-line Show Guide, visit SpringShow.hghba.com Or email Events@hghba.com



## February 3-5, 2023 **Myrtle Beach Convention Center**

Fri & Sat 10 a.m. - 6 p.m. • Sun 11 a.m. - 5 p.m. Admission \$5 • Children under 16 FREE

#### **WORKSHOPS & DEMONSTRATIONS**

#### Friday, February 3

11:30 am - Down-Sizing Done Right

12:30 pm - How to with Halley

1:30 pm - Hot Housing Trends in 2023

2:30 pm - Are you Storm Ready with Back- up Power

#### Saturday, February 4

11;00 am - Dumpling Dishes for a Valentine Duo

12:00 pm - Sweet Endings Creations

1:00 pm - Customize your Home with Hand-painted Walls

2:00 pm - Creating the Ideal Butter Board with Homemade Herb Butter

#### Sunday, February 5

12:30 pm - Planting for Pollinators

1:30 pm - Gardening Q & A

2:30 pm - How to Prevent Identity Theft









Building Resource Directory - VIEW ONLINE! New Construction - Remodeling **Property Maintenance Licensed Professionals** 

## ATTENTION

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Spring Home Show 2023 HGHBA Clay Tny Meeting HGHBA Board of Directors

#### MARCH

HGHBA Ambassador Committee Meeting **HGHBA Family Outing** 

Workforce Development Committee

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## 2023 Calendar

DATES SUBJECT TO CHANGE ~



HBA of SC Bird Supper HGHBA Ambassador

Committee Meeting HGHBA Board Of Directors Meeting - ATA Advisory Board

Meeting HGHBA Clay Tournament General Membership

Luncheon ATA Community Event / Car

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by Sara Sobota

## Two Brothers Wood Works

## One Of A Kind Hand Crafted **Wood Furniture & Home Accents**

If you're in the market for unique, American-made, sustainable furniture that is custom made to fit your style, head to Two Brothers Wood Works in Market Common.



Two Brothers Wood Works is a family-owned and operated business that creates heirloom pieces – tables, shelves, bar tops – to order, using wood from trees that have come down through storm damage or sources other than logging or clearing land. The pieces are created at the company's woodworking shop just three miles from the retail location.

Brothers Adam and Mark Landry



Mark Landry (left) & Adam Landry (right).

lived in Tennessee when they generated the idea for the business. "We had land in Tennessee, and when we'd take trees down, or when other people would take

trees down, they'd just pile them up and burn them. You see it a lot around here too. They'll cut down trees or clear land, and

> they'll pile it up and burn it. One day we had the opportunity to have someone come out that owned a saw mill, and we had a bunch of trees

sliced up, and we said 'Wow, look what's inside of all these beautiful trees."

Adam and Mark both had woodworking experience, so they began creating



The Beautiful Two Brothers Wood Works Showroom Is Located In Market Common @ 3026 Nevers St.

#### Visit Us In Booths 518 & 519 Feb. 3rd - 5th In MBCC

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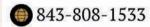






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individual pieces for their own family members. As demand for their products grew, they decided to make a business



numerous members of the Landry family: Adam and Mark, their parents Dave and Marta, and Adam's wife Christina.

> Business is growing, largely by word of mouth.

"A person might see one of our pieces somewhere then come to wood shop and say they want a dining table," said Adam. "We'll show them wood types that would work, see if they like epoxy resin or beach encasements - it depends on what's best for their design. Our work is half interior design and half woodworking. It's not just building the table, but also figuring out what would look best in their

The quality of their products, in addition to the customized service, is the value of Two Brothers Wood Works pieces.

"If you buy a table from a chain retail store, you might keep it for 15-20 years," said Adam. "By that point, you can't really refinish it. I like to use the term 'future antique' for our work, because all our pieces are created out of real trees that come from local sources. All the work's done locally. These tables are going to be around for 100 years."



Two Brothers Wood Works is available for commercial work as well; they created the tables at Drift restaurant in Myrtle Beach.

of it, and the Myrtle Beach market economy seemed a perfect landing spot. They began Two Brothers Wood Works in 2018 and opened the retail store in 2020. Wood used in Two Brothers products comes from mills in the South and the east coast.

Today, the business employs



Please visit the professionals @ Two Brothers Wood Works In End Cap 529 in the Myrtle Beach Convention Center February 3rd - 5th, visit TwoBrothersWoodWorks.com, email TwoBrosWoodWorks@gmail.com, or call (843) 400-3014 for further information. The beautiful showroom is located in Market Common @ 3026 Nevers St. - Myrtle Beach - SC - 29577.

### Mission22

### United in the war against Veteran suicide "When their tour is over, our mission begins"

At Mission 22, our commitment could not be more personal. Mission 22 was founded by Veterans. Most of our staff are Veterans, spouses of Veterans, or have immediate family members who have served in the US military

We provide extensive, personalized support and resources to help Veterans and their families thrive. Mission 22's

programs for Veterans and military spouses offer everything from biometric monitoring of stress, sleep, and activity levels; to meditation and coaching; to exercise programs and a wellness supplement regimen; to

books and learning resources to help Veterans put their experience in context.

Mission 22 recognizes that a Veteran's experience is a family's experience - families live through all of the ups and downs that soldiers returning home do. We've developed a support program exclusively for spouses to take positive steps that renew their identities as individuals and the strengths they bring to their household.

Our Ambassador program further

supports Veterans and military families – a network of more than 3,500 Veterans and civilians in all 50 states and around the world. We work to advance society's collective understanding of the issues faced by active

service members, Veterans, and their

At Mission 22, we know firsthand that Veterans and service members bring extensive skills and assets to any situation. Their leadership capabilities, experiences, and sense of teamwork and integrity are unmatched. Veterans know how to rise to a challenge.



America's Veterans make our society stronger. They deserve a community worthy of all they have given, and all they will yet achieve. We are proud to continue designing programs for Veterans and their families, and to welcome them into

Elderheart Inc. is the 501C3 behind Mission 22. Its Board of Directors is composed of Special Forces operator

Mike Kissel and Infantryman Brad Hubbard. Because of their personal battles with PTS and TBI, they have made it their mission to raise awareness.



enlist support, and end Veteran suicide in America.

For further information you can stop by Booth's 418 & 419 in the MBCC February 3rd - 5th & speak with Stars & Stripes Landscaping owner, Michael Beeson, call (843) 902-5296 or visit www.Mission22.com.







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## Carolina Home Exteriors Outdoor Living — Indoor Lifestyle

VISIT THE PROFESSIONALS WITH CAROLINA HOME EXTERIORS IN BOOTHS 200 & 201
FEBRUARY 3RD - 5TH IN THE MYRTLE BEACH CONVENTION CENTER



by Ashley Daniels



Perfect for outdoor entertainment, a custom-built pergola makes an impressive architectural statement, creating an inviting, attractive outdoor living space.



The Pabons relax in their beautifully designed Sunroom that showcases quality craftsmanship and customized design elements. Here they can experience the freedom of being outdoors with indoor amenities. Sunrooms are inviting, cheerful spaces that can be converted to living rooms, playrooms, offices, art studios- the options are infinite.

A mainstay in the Carolinas since 1980, Carolina Home Exteriors (CHE) is the master of creating award-winning outdoor living spaces, from sunrooms, screen rooms, pergolas, pool enclosures and patio lanais, for more than 12,000 satisfied clients.

That's more than 40 years of success in this industry, which certainly doesn't happen by accident.

"I think it all boils down to the people and leadership", says CHE owner and president Ted Cligrow, who took over the business in 2011. "We put a tremendous amount of effort into the ongoing personal and professional development of our employees. We put emphasis on having contractor training opportunities, incentive programs and onsite demos to enhance their skills."

Upholding a business model built on superior service, refined craftsmanship and customer education, Cligrow and his team of more than 30 employees strive to overcome the challenges of the construction/remodeling industries by becoming a true Consumer Advocate.

There are two branches that are the foundation of CHE's Consumer Advocacy discipline: their Contractor Checklist and their tried-and-true 10-step remodeling process. Because of this two-pronged approach, CHE raises the bar on performance standards in the home improvement industry by averaging a 30 percent growth in annual revenue, sustaining a 99.25 percent customer service rating, and completing more than 400 projects a year.

"I'm a proponent of a disciplined process. Both the quality and communication will be improved if the customer knows the steps, and we consistently communicate that throughout the production process," says Cligrow.

Frankie Cimino, a past client, is helping to grow their business – and appreciated the team's stellar communication. CHE installed a porch enclosure in the back of his home and he says he's landed them four more jobs, including one for his son, in the past year.

"It's all about doing the right thing by people and it pays off," he says. "I'm in the construction business, and they're a very good business. The people that worked here were excellent. If you had a question, they would explain everything. ... And if you needed to reach them, they'd call you back. They do what they say they are going to do."



Frankie Cimino spends time in his Four Track Vinyl Room which offers spectacular views of his pool and neighborhood lake. The material used for these rooms is highly durable-made with marine grade vinyl-easy to care for and maintain, and the windows are adjustable to be completely enclosed, partially open, or completely open to an afternoon breeze or the sun.



#### **CHE's Contractor Checklist**

CHE designed a Contractor Checklist of things that homeowners should look for before choosing a contractor and why each of these credentials are important. CHE contractors, of course, check off each one, which includes:

- Contractor and business licenses, which proves they are qualified and certified.
- Credit check and lien

- **history**, which shows their business integrity and financial stability.
- Certificate and proof of insurance, showing their safety and liability.
- Adheres to local, county, and state code and building regulations, showing they are ethical and legal.
- Material and labor warranties, proving their quality workmanship and

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#### **COVER STORY**



Constructed with a Gable-style roof and glass trapezoid windows, the geometrical grace of this Sunroom can be appreciated inside and out.

- company guarantee.
- Formal written contract, proof of their legal and company accountability.
- Customer testimonials and project portfolio, which proves their reputation and reliability.
- Company's investment in a showroom, warehouse, and truck fleet, showing their commitment and resources.
- Bank supplier and reference **letters,** which shows their financial stability and authorized dealership.
- Professional affiliations and BBB accreditation, proving their industry knowledge and dependability.
- Chamber of Commerce **membership**, a proof of their reputation and community involvement.

The checklist all culminates with the company's mission: to deliver quality products on time with excellent service before, during, and after the sale, respecting their customer's time, property, and their need to be in the communication process.

"With our Google, Facebook and

BBB reviews." says Cligrow, "we receive an overwhelming

majority of positive feedback, so that is proof and evidence that we are fulfilling our mission as a successful business, especially in a world that is very critical of the construction industry. This is the result of what our effective business process is, rooted in employee education and customer communication."

One such rave review, a personal testimonial from past CHE customer Yvonne Talaska, echoes that sentiment. The CHE team built a back sunroom and a pergola in her backyard, and installed hurricane shutters on the home's windows for Yvonne and

"They were very professional, pleasant, and honest about everything," she says. "Sometimes, you have something done and you have a certain

her husband.

idea of how it should turn out or what the process is going to be, and then it doesn't quite turn out that way, but, with them, everything was honest and timely. Once they started, they completed everything. There were no disappointments."

"We had discussed for quite some time doing our porch, and then my husband became ill, so we were just in a sad place in our lives and our house is kind of dark inside," she continues. "... They say light perks you up and makes you feel better and this has become our favorite room now. ... We needed a



This outdoor patio was converted into a Three-Season Vinyl Room, outfitted with picture perfect windows that display style, sophistication, and durability. Meant to be lived in throughout the seasons, vinyl sunrooms are a perfect fit for the coastal living climate and lifestyle.

change of pace and something to look forward to, and that gave us a reason to keep going."

#### **CHE's 10-Step Process**

The 10-step process that CHE uses, which is, again, based on transparent communication with the customer for a remodel, design or installation, has also been a critical key to their success. It all starts with an initial complimentary consultation, continues with measuring, engineering, and permitting, and finishes with a final walkthrough.

Homeowners can also get an estimate online by using CHE's innovative "Instant Pricer," a custom-designed, user-friendly tool that allows the customer to build their own room online and receive an estimate instantly via email.

"Probably the number one question always asked is, 'How much does it cost?' And, with everything so customized, it's very hard to estimate because we don't have a standard square foot cost," says Cligrow. "But, with this tool, you can go online, pick out from the ground up your floor plan, type of wall system, roof system,

window system. and that will give you a good ballpark of what price range you would be in. That starts the general information of giving estimates based on size. style, and roof design."

"We were very impressed with the way that you can customize your own design," says Kathy Durante, who worked with CHE to customdesign a pool enclosure. "With the color, a lot of the lanais are white, and being in the South with the pollen and everything, I didn't want a white one, so they offered a

bronze color. ... They took all of our ideas in and we're very happy with the results. My husband used to be a machinist, so he really has



Kathy Durante and her family spend a sunny morning under their tailor-made Pool Enclosure, which maintains reliable protection against elements, such as wind, dirt, insects, debris and pollen. Enhancing their outdoor living with this impressive structure, they can spend less time cleaning their pool and more quality time together.



an attention to detail and we can't speak more highly of the installers they hire. The quality of their workmanship was outstanding."

The Delaney's were also





The Delaneys added a Four Season glass sunroom to their home and are able to enjoy a cozy, cheerful indoor living space with an outdoor feel, with noise reduction, climate control & sun protection. Considered a heated and cooled environment, the Four Season sunroom is constructed with an insulated window system to regulate interior temperature. The Delaneys can step out from their sunroom to the inviting outdoor patiothe best of both worlds.



The Carolina Home Exteriors Showroom is located @ 11730 Frontage Road, Murrells Inlet, SC 29576.

pleased with their experience working with the CHE process, and the finished results of their sunroom.

"They even had people who came and washed all the windows for us after installing it," she says. "It was really just a two-day install, and the guys were really wonderful to deal with. We are very happy with it."

#### **CHE's Community Service**

"Another commitment I have is involvement in the community," says Cligrow. "And that's a twofold benefit: it's giving back

to the community and being a recognized small business in the

Service to the community is a core value at Carolina Home Exteriors. In collaboration with local organizations, such as the South Strand Chamber of Commerce, the City of Myrtle Beach, The Myrtle Beach Hospitality Association, and Coastal Carolina Area Realtors, the company participates in many local events and sponsorships representing a range of causes. CHE is a regular supporter of local nonprofit organizations, such

as Champion Autism Network (CAN), Habitat for Humanity of Horry County, and The Humane Society of North Myrtle Beach. CHE also consistently participates in local food drives, Toys for Tots, and local events to recognize local law enforcement and fire department leaders.

Carolina Home Exteriors stands by its superior workmanship, workforce, integrity, and commitment to the Grand Strand community.

For more information or to schedule a free consultation, visit CarolinaHomeExteriors.com.







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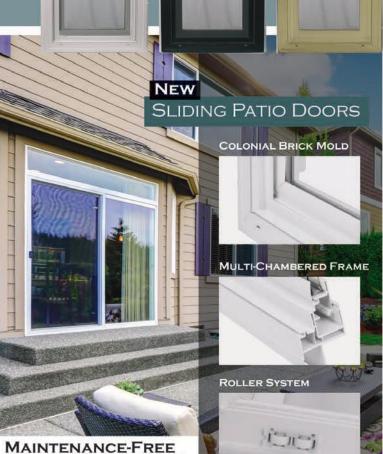
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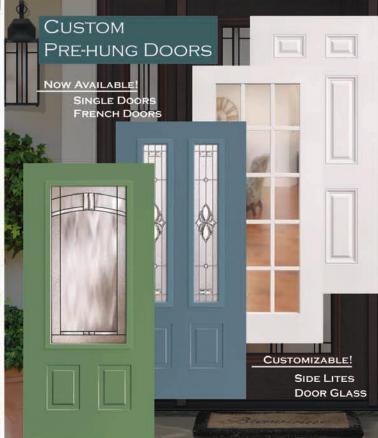
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## Exhibitor Map & Company Names Are On The Next Page (Pages 26 & 27)



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## **EXHIBITOR BOOTH NUMBERS**



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## Eclipse Premier Shading System eclipse



### **Uniquely Designed**

#### **Custom Built to Your Specifications**

Every Eclipse shading system is custom made and professionally installed by our independent dealers to meet your individual requirements. The Eclipse Premier is available up to 40' wide with projections up to 13'. Eclipse components meet stringent ISO 9001 and TUV standards and are assembled in the USA by skilled craftspeople.

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#### **Truly the Industry Leader** Eclipse Premier Arms:

- The Eclipse brand exclusive ABT arm belt is hidden - clean finished look
- 21% more arm tension than our Eclipse model - stronger,

#### tighter fabric

- Tested to 72.000 cycles 20% more expected life than the Eclipse
- Thicker, contoured arm profiles reduced arm deflection
- Sealed dual ball bearing elbows with a larger radius curve - smoother operation and better arm tension

#### **Motorized for Easy Use**

Your Eclipse Premier features a UL listed motor from Somfy, the world leader in home automation. You can operate your shading system with a wireless wall switch, a hand held remote, from your

smart device .. or from all of these! The increase the usefulness and effectiveness of your shading system,

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plus add a level of protection, Eclipse

#### **Mounting and Fabric Protection**

- With a fully exposed rolled up fabtypically for under soffit mounting
- With a protective Standard Hood for wall mounting
- With a Semi Cassette providing full fabric protection for any mounting application – we recommend this option especially for roof mounting

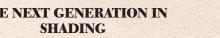
#### THE NEXT GENERATION IN SHADING

"Gold Standard" of our Eclipse model, our most popular unit. The Premier offers the latest key product enhance-

also offers sun sensors and motion sen-

## The Eclipse Premier can be ordered 3

ric referred to as an "Open Roller" -



#### **Delivering Value**

The Eclipse Premier is the upgraded,



ments to ensure a long lasting, trouble free shading system. The Premier is confidently backed with our extended Platinum **Protection Warranty** package included at no

additional cost.

#### **Elegant Performance**

The Eclipse Premier features components that provide a refined, finished look while adding strength and durability to the system. The aluminum powder coated torsion bar has been upgraded to a stronger, thicker wall profile to increase unit rigidity. The retractable arms are where you'll notice the greatest improvements. These arms feature larger arm profiles, a concealed heavy duty arm belt, sealed ball bearings at the elbow and an overall contoured designer shade.

#### PRODUCT OPTIONS **Drop Shade**

Add even more solar protection while increasing your privacy with the Eclipse Drop Shade. This option features an open mesh, sun screen fabric that extends down from the front bar over the width of the awning. The Drop Shade is self storing and can be motorized or manually operated. This option is not available with the Semi Cassette.

#### **LED Lighting Options**

Add a unique element to your evening entertaining withlighting options. An LED option is available with light strips applied to the arms of the awning (dealer installed). This UL-listed LED light kit offers 16 levels of light in either warm (3000K) or cool (6000K) lighting and can be controlled with the same multi-channel remote/transmitter or multi-channel wireless wall switch. Research suggests that warm lights attract less bugs.

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#### **Electronic Accessories**

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unit if it gets too windy - adding a level of safety and security.

• Sun Sensor: This sensor, typically mounted to an exterior wall, will automatically

extend the awning once the preset sun level is attained, and will automatically retract your shading system when the sun passes.

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the elements and increase your level of security with the Semi Cassette option.

Note: 13'projection requires 3'3" minimum pitch/drop.

#### Hardware to Match Your Décor

Eclipse offers four architecturally pleasing colors to either match or accentuate your home. The colors to choose from are White, Camel, Granular Black or Spartan Bronze. Our pretreated powder coated finishes are second to none in durability and appearance.

#### Sunbrella Shade Fabrics - From Serene to Stunning

Eclipse offers a wide array of long lasting, fade resistant, 100% acrylic fabrics from Sunbrella. The Sunbrella

> Shade fabrics are specifically made for heavy duty applications such as retractable awnings. Each fabric cover is computer cut, has ultrasonically sealed edges, and is sewn with Tenera thread to provide a full 10 year warranty on the fabric & the seams. Make a bold

statement or blend harmoniously to your home's décor...whatever your choice, we have the fabric for you.

#### Platinum Protection Plus - An **Added Level of Security**

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For further information visit the professionals @ Affordable Luxury Awnings in Booth's 316 & 317 February 3rd – 5th in the Myrtle Beach Convention Center, call (843) 712-1265, visit www.AffordableLuxuryAwningsSC.com or stop by their beautiful showroom @ 1460 Dividend Loop Rd. - Suite B in Myrtle Beach.

## The Horry Georgetown Home Builders

Association Will Hold A Silent Auction To Benefit The Grand Strand Humane Society At The 2023 Home Show In The Myrtle Beach Convention Center February 3rd - 5th

The Grand Strand Humane animal shelter for the Society (GSHS) is so happy to have city of Myrtle Beach, SC. been chosen as the **Horry Georgetown Home Builders Association (HGHBA)** Pet Project charity for the 43rd Annual Home Show. **GSHS** is unbelievably lucky to have the support of our community. Events such as the **HGHBA** Home Show give us the opportunity to reach a larger audience while raising

awareness and funds that are always so critical in keeping our organization operational. Being a past beneficiary of the **HGHBA** Pet Project we know what a great opportunity it is to raise much

needed funds at

the silent auction, have pets adopted in homes along the Grand Strand just as awareness of our mission.

Our mission is to serve as a safe haven for every animal that comes to us in need, regardless of their age, breed, medical or behavioral condition. We are happy to provide food, shelter, and loving care

to these animals for

as long as it takes them to find a forever home. **GSHS** also operates a low-cost veterinary clinic and free food bank so that no pet in our community has to go without basic supplies and medical care such as vaccines, preventative medications and spay/ neuter surgery. We strive to serve the animals living

from our adoption booth and raise we serve those living within our facility. We are proud to say that we never give The GSHS is the open admission up on an animal in need and often times as the Home

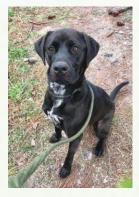


those needs require extensive medical

The **GSHS** is currently operating out of temporary location and is in the planning stages of building a new facility

to better serve the community. need product, labor and monetary donations to help us complete this project.

Without our inclusion in events such





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Show, we would not be able to continue grateful for the opportunity to serve helping these animals that have nowhere the most vulnerable animals here in our else to turn. Our team here at the community. We are always looking for **Grand Strand Humane Society** is volunteers and foster parents for them.

We are so thankful for the support of Horry Georgetown Home Builders Association, which allows us to continue our lifesaving mission.

For further information visit our team in the Pet Adoption / Silent Auction area in the Myrtle Beach Convention Center February 3rd – 5th, or you can visit www.GrandStrandHumaneSociety.com to fill out an online application to adopt an animal in need of a good home.



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local awards yearly. They live up to their reputation for building customized, creative and quality products for recreation and lei-

Elko Spas, Billiards, and Pools specializes in a wide array of hot tubs HotSpring Spas, swim spas, Doughboy above-ground, Elko

Pools in-ground pools, Olhausen Billiards, game room tables and saunas. The Elko Team can work directly with homeowners or with their builder in design and logistics.

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design their game rooms."

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For further information visit the professionals from Elko Spas Billiards & Pools in Booth's 108, 109, 110 & 111 in the Myrtle Beach Convention Center February 3rd – 5th, call (843) 294-3556, visit www.ElkoSpas.com or visit their beautiful showroom located @ 4718 Hwy. 17 Bypass S. in Myrtle Beach.



## **How To Plan Retirement From** a Business



Most business owners are busy everyday operating their business and give little thought to retirement or exiting the business until the event arranging financing or, in the case to defer compensation from the is upon them.

leaving the business. The owner can simply work as long as physically able, sell off any hard assets, lock the 
It may take several years to door and walk away.

Alternatively, the owner may want to sell the business to employees, a family member or to



Cary Rowell is a Financial Planner with Eagle Strategies LLC, A Registered Investment Advisor and a Registered Representative of NY Life Securities LLC.

a third party. Each of these require specific planning which may include maximizing the value of the business.

of employees, providing an There are several methods of avenue whereby the employees can accumulate funds over time to help with the purchase. make these plans tenable.

> Many business owners intend to leave the business to a family member who is actively involved in the business. This

presents special planning needs. How do you equalize inheritance with other family members who are not involved in the business? Some owners plan for the business to continue their salary as retirement income for as long as they live. This method is challenging because of our longer life spans. A business may have 3 or 4 generations relying on the business for income at the same time. Most small businesses cannot support multiple generations. There

is a reason that 90% of businesses fail in the 3rd generation. \*

It is important for the owner



business to fund retirement which may include employer sponsored plans\*\* like a 401(k), SEP, SIMPLE or defined benefit plan to fund retirement, lessoning the burden on the business in later years. They may also set up a Executive Carve Out Non-Qualified Deferred Compensation Plan. If structured correctly, will not be subject to ERISA or discrimination testing requirements under IRS rules.

Ownership shares of a business

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may be gifted to an active family member or employee at a discount using a Family Limited Partnership or a Trust.

It takes years to properly plan, so we recommend that you start preparing now. We can help analyze your financial situation and that of your family and/or your business

for you and your family. You will eventually leave your business. Do you want someone else to dictate the terms and time frame or would you prefer to leave on your own terms and on your timetable? Proper planning can help.

For further information call Cary Rowell @ (843) 449-7805, or email WCRowell@EagleStrategies.com to set up an appointment to meet @ 628 Chestnut Rd. - Suite 9 in Myrtle Beach.

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## Palmetto Road **Waterproof Flooring**



Combining the beautiful visuals of hardwood floors with the durability of rigid core, Palmetto Road Waterproof Flooring brings outstanding flooring solutions for residential, multi-family, corporate, and commercial projects.

Across the Southeast market. the Palmetto Road brand has become synonymous with beauty and reliability. Known for oneof-a-kind visuals and high quality across every category in its catalog, Palmetto Road continues to grow



in popularity year after year with flooring retailers and consumers alike. The mission behind the brand is to provide retailers with beauti-

ful, high performing hard surface products that are profitable and add real value to their business. Every collection and color are carefully selected to be true to the brand, meet market demand, and stay ahead of trends.

This formula is especially true with Palmetto Road's two waterproof rigid core collections, Inspire and Impact. Consumers can enjoy the beautiful look of natural wood floors in any room, including high moisture and high traffic spaces, with both collections. A resilient vinyl hard surface with a waterproof core, Inspire and Impact are the perfect flooring choice for basements, bathrooms, laundry rooms, or any room in the home.

Inspire and Impact offer beauti-

ful wire brushed hardwood visuals, but what about its durability? With an enhanced ceramic bead finish, both collections offer outstanding scratch and stain resistance and a



sturdy SPC core for stability and rigidity. The Inspire Collection has a 12-mil wear layer, a 4.3mm thickness with attached pad, and floating installation. This powerhouse collection is ideal for residential and multi-family installations. Busy

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households and kids will appreciate Inspire's durability and easy maintenance! The Impact Collection

takes it a step farther with its 20-mil wear layer, 5.5 mm overall thickness. textured and embossed finish, and i4F locking system. Impact is an easy go-to solution for both residential and commercial settings. The

PATRIO

quality of the collections speaks for themselves with its low claim rate and consumer referrals.

Todav's consumers are well-researched, educated, and expect quality, safe, and dependable products for their homes and families. Palmetto Road waterproof flooring has exceeded environmental standards by achieving ASSURE and FloorScore certifications. Consumers have peace of mind that Palmetto Road is CARB II compliant and uses safe, non-ortho-phthalate plasticizers in all its vinyl flooring

products.

Palmetto Road luxury vinyl plank flooring is designed to handle life's everyday adventures while providing

in-demand style. Inspire and Impact collections make selecting beautiful. quality flooring easy for consumers and retailers.



For further information on Palmetto Road Flooring or any other flooring products visit the professionals from Creative Flooring Designs in Booth's 620 & 621 February 3rd - 5th in the Myrtle Beach Convention Center, call (843) 299-0301, visit www.CreativeFlooringDesigns.com, or visit their showroom @ 12082 Hwy. 17 Bypass in Murrells Inlet.

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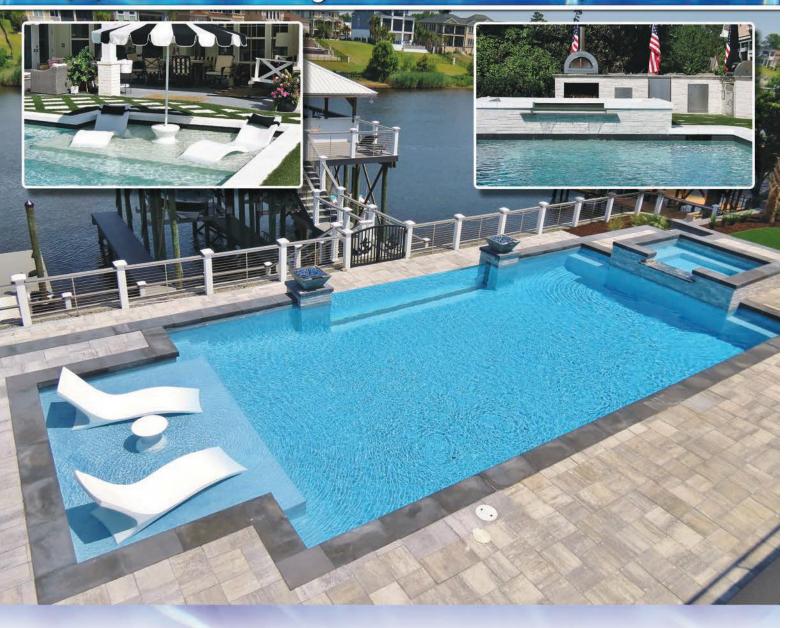
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of the company, has a combined percent of the team native to the experience of over 50 years in the Grand Strand, they have in depth (FWIWA) of the Grand Strand has appraisal industry. In addition to knowledge of the marketplace, served all of Horry, Georgetown and appraisal industry experience, the which is vital to the appraisal field.

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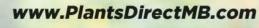
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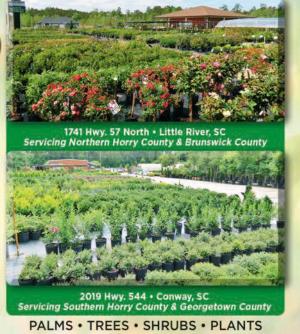
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for ebbs and flows of the market, trying to stay one step ahead at all times through market research and education" says Michael Sichitano, President/Owner of FWIWA. With an ever-changing market, FWIWA has constantly focused on education and investment in regional analysis to ensure they are abreast of all changes and trends in the market. Ensuring that all data is considered in the appraisal process ensures the most credible report is provided to the client, providing them with invaluable tools in their real estate investment decisions. With one of the largest teams on the Grand Strand, they can provide exceptional

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## **CALI Vinyl Flooring**

The Best Value Per Square Foot



and flooring shoppers alike, CALI Vinyl luxury plank delivers instant home transformations that are easy to



An established hit among retailers install and show off. CALI, the omnichannel flooring and building products company, offers a variety of CALI Vinyl collections – each offering 100% waterproof planks and detailed wood imagery, priced to meet a range of customer budgets. The brand's current two top-selling LVP collections are CALI Vinyl Builder's Choice and CALI Vinyl Longboards.

As the name suggests, Longboards gives customers extra-large dimensions with planks measuring 70% inches long by 9 inches wide. The expanded rigid core boards are over 45% longer than original CALI Vinyl Classic planks, allowing installations to go faster and



creating more open looking spaces.

The Longboards moniker also pays tribute to the coastal inspirations which framed CALI's origins. (The company was founded by two environmentalist friends while on a yearlong surf trip.) The collection is characterized by highly



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realistic wood grain visuals with natural hues and color variation. Longboards flooring also feels like hardwood, with specialized EIR (embossed in register) knot and grain texturing that matches up

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with the knots and grains you see.

Like all CALI Vinyl collections, Longboards is completely waterproof and can be installed in kitchens. bathrooms, and below grade. An extra durable construction allows for easy

cleaning thanks to a commercial-grade 20 mil thick scratch resistant wear layer - great for active families, pets, and high traffic rooms.

rigid Α SPC limestone composite core

increases dimensional stability, allowing Longboards planks to be installed right out of the box without any acclimation, glue, nails, or transition pieces. Attached acoustic padding lines each plank for quieter, better-insulated rooms.

The CALI Vinyl Builder's Choice

collection is ideal for professional orders with a competitive point appropriate for largescale installations and stocking options. Planks measure 48" long by 7-1/8" wide and are complemented

by an expanded collection – Builder's Choice XL which offers planks spanning 60" long by 9" wide.

Builder's Choice and Builder's

Choice XL offer all the same features as the premium Longboards collection, without the EIR surface texturing.

tap into a trending turf, and more.

demand for longer, wider planks. Broader boards work best with open floor plans and make spaces feel more inviting from room to room. They also install faster and feel more modern.

All CALI Vinvl collections offer

lighter neutrals in the tan, taupe, and greige families, along with hyper-realistic yet understated wood grains that bear a beachy, driftwood aesthetic appeal. These visuals tie into the CALI brand's

signature casual, coastal influence.

Aside from its CALI Vinyl line, CALI also offers solid and engineered



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#### **WORKFORCE DEVELOPMENT**







## **Building Horry and Georgetown Counties Building Industry Workforce**

#### Construction Palooza @ The Academy For Technology & Academics Will Take Place In May 2023

The Horry Georgetown Home Builders Association (HGHBA) is working on constructing a better Annual Home Show in February. The tomorrow for the building industry's workforce. In a time when the industry has in front of them is the "Construction"

is hurting for more workers in all aspects of construction the **ĤGHBA** is heavily promoting careers in construction. The HGHBA Workforce Development Committee is committed to building a stronger workforce through education and exposure to the trades. They are taking steps to reach out to communities in both Horry and Georgetown

Construction" booth at many street fairs, festivals and expos including the 43rd largest educational task the committee

> Palooza" happening May 2023. This will be a construction industry fair of sorts following the completion of the Habitat for Humanity of Horry County's house build at the Academy for Technology & Academics (ATA), located @ 5639 US-701 Hwy, Conway, SC 29526. The HGHBA is partnering with both Habitat for Humanity of Horry County and the ATA.

Counties over the next year by not only The project got underway in September working with the two school districts, of 2022. The students are being taught the committee will also be extending and mentored by local construction their educational reach to the public businesses and HGHBA members. at large. Expect to see a "Careers in The students will be finished with their

portion of the build by May 2023 when the house will be moved to its permanent location in the Green Sea area where the finishing touches will be made.

On May 13, 2023, the HGHBA will host a House Moving Ceremony to recognize the ATA students' hard work as well as all the supporters of the project. Following this ceremony is



when the "Construction Palooza" will take place from 11AM - 5 PM on the school grounds; hosting booths from all aspects of the skilled trades, educational areas promoting skilled trades, exhibition of the students work, construction skills competition, along with games, food, and

The Be Pro Be Proud Mobile



Workshop will be at the daylong event. This is a semi-truck converted into 14 plus virtual games to lead the movement to bring a new generation into the will also act as a job fair for any vendors open to the public with free admission, it to create a better workforce in our area.

industry. Construction Palooza will be needing workers. This is all in the effort

If you would like to apply for free vendor space at Construction Palooza please visit www.Hghba.com/Construction-Palooza. For further information regarding the event please email Info@Hghba.com . Find out more about Be Pro Be Proud @ www.BeProBeProudSC.org.



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This 2023 September 'Special Issue' Will Include The Exhibitor Map - List Of Exhibitors **Booth Numbers Page - Exhibitor Notes Page** Workshop / Seminars Schedule Page & Much More!

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- PROPERTY MAINTENANCE HVAC / Plumbing / Surveillance / Misc Maintenance

Space Reservation: April 7 Material Close: April 14

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- OUTDOOR LIVING SPACE ~ Landscaping / Pools & Spas / Hardscapes Outdoor Kitchens / Lighting
- EXTERIOR PRODUCTS ~ Roofing / Gutters / Siding / **Specialty Products**
- WINDOW COVERINGS & TREATMENT ~ Exterior & Interior / INTERIOR DESIGN

Space Reservation: June 9 Material Close: June 16

#### **SEPTEMBER 'SPECIAL ISSUE' 2023**

Distributed to show attendees @ the 2023 HGHBA Home Improvement & Outdoor Living Show from BIS booth across from the show ticket booth close to the front entrance of the show in the Myrtle Beach Convention Center September 15th-17th.

- BATHROOM & KITCHEN DESIGN
- DOORS / WINDOWS
- MILLWORK SPECIALTY PRODUCTS
- HOME AUTOMATION / SECURITY **ELEVATORS / ACCESSIBILITY EQUIPMENT**

Space Reservation: August 11 Material Close: August 18

#### **FEBRUARY 'SPECIAL ISSUE' 2024**

Distributed to show attendees @ the 2023 February HGHBA Home Show from BIS booth across from the show ticket booth close to the front entrance of the show in the Myrtle Beach Convention Center.

- ENCLOSURES / SUNROOMS SCREEN ROOMS / AWNINGS
- FLOOR COVERINGS

Space Reservation: December 29 Material Close: January 5

Each issue is directly mailed to the target audience and posted online no later than 28 days from material close date



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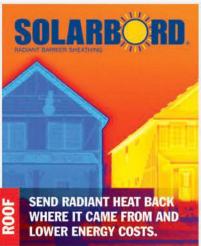
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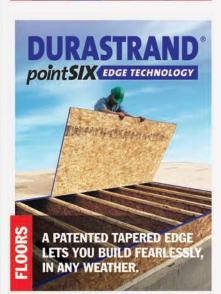
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