

# GRAND STRANDER

## Shop chamber first Member-to-Member Business Expo revived

Get up, get out and get to the hottest chamber event of the spring, the Member-to-Member Business Expo on April 12 at the Myrtle Beach Convention Center. After a brief hiatus, your Myrtle Beach Area Chamber of Commerce and Myrtle Beach Area Hospitality Association have reawakened the sleeping Member-to-Member Business Expo to an evening of showcasing, learning and networking. Hundreds of business people will attend, giving you the chance to establish new relationships or renew existing ties during the expo and the evening Business After Hours reception.

Members are invited to purchase a booth space to showcase their products and service. Booths are only \$99 thru March 11 and go up to \$125 after March 11. To reserve a space, visit [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).

“The Member-to-Member Business Expo provides tremendous access to the Grand Strand business community,” noted Shannon Haswell, membership programs & services coordinator. “It’s a cost-effective way to promote your products or services, generate business leads, and network with other business owners.”

Member-to-Member Expo, *See Page 6*

## What’s Inside?

### Refer a Member • 2

*A growing membership strengthens your chamber and our business community.*

### Leadership Forums • 3

*What’s the outlook for 2011? Hear firsthand from local council representatives.*

### CVB Insider

*Willkommen Meier’s Weltreisen zum Strand Myrtle!*

### Trio Dinner

*‘Great food, great chefs for a great cause.’*

*See Page 18*

## f.l.a.v.o.r.

**Fresh • Local • Appetizing • Value • Original • Restaurants**

*Sample delicious cuisine from more than 30 local restaurants*

*by Amie Lee, director of festivals & special events*

Make dinner plans for Thursday, March 31, at the Myrtle Beach Convention Center in Exhibit Hall B for the first f.l.a.v.o.r. culinary event. Doors will open at 5 p.m. to a multitude of local Grand Strand restaurants serving

delicious samples from their menus. Presented by the Myrtle Beach Area Chamber of Commerce and sponsored by [GrandStrandRestaurants.com](http://GrandStrandRestaurants.com) and [GrandStrandEvents.com](http://GrandStrandEvents.com), this new, signature culinary event will

f.l.a.v.o.r., *See Page 6*

Visit [ChamberAcademy.com](http://ChamberAcademy.com)

- MBACC and HGTC introduce new spring classes.

Visit [MyrtleBeachMayFest.com](http://MyrtleBeachMayFest.com)

- MBACC announces Myrtle Beach MayFest events lineup.

Follow MBACC on  



# What's Online?

MyrtleBeachAreaChamber.com

## 4 1/2 Questions

"Why become an ambassador?" This month we checked in with Christian Pigott, a financial representative with Northwestern Mutual Financial Network. An ambassador for only one year, Pigott offers some advice on how to make the most out of chamber membership. Check out the March Grand Strander Online.



## Member Anniversaries

What's the secret to long-term success in the business community? Establishing lasting and personal relationships with other professionals through membership in the Myrtle Beach Area Chamber of Commerce. During March, 91 members will be celebrating their chamber anniversaries. Read the Grand Strander Online and discover which business has been a member for 31 years and changing the world of work since 1948.

## Benefit of the Month

How would you like to save some money on your 2011-2012 renewal invoice? The Myrtle Beach Area Chamber of Commerce has created a New Member Referral Program that can put \$25 back in your pocket for helping us grow our membership. A growing membership strengthens your chamber and our business community. Refer a nonmember business, and when they join, we'll take \$25 off your renewal invoice for 2011-2012. You can refer as many businesses as you like! To learn more or to submit a referral, go to MyrtleBeachAreaChamber.com and click on the New Member Referral Program link.

## Member of the Month

**Jimmy Buffett's Margaritaville**  
1114 Celebrity Cir., Broadway at the Beach  
Myrtle Beach  
(843) 448-5455  
MargaritavilleMyrtleBeach.com



## 30-Second Commercial

Jimmy Buffett's Margaritaville is a mecca for Parrot Heads or anyone else who wants to have a good time and a great meal in the ultimate tropical setting. There is something for everyone at Margaritaville from the Tiki Room to the Euphoria docked outside. After dinner, the restaurant transitions into a swinging nightclub where dancing is a must and live bands perform every night of the week. Margaritaville has a menu with everything from great seafood and our famous 'Cheeseburger in Paradise' to the perfect margarita. And our party planners can help assist with every detail, for groups of any size!

## Board of Directors

### Chairman of the Board

Franklin Daniels  
Nexsen Pruet, LLC

### Immediate Past Chairman

Brant Branham  
E. F. Hucks & Associates Inc.

### Advertising/Publicity Committee Chair

Billy Huggins  
WPDE NewsChannel 15

### Vice Chair

Nate Anderson  
Divine Dining Group

### Ethics Review Committee Chair

Frans Mustert  
Oceana Resorts

### CVB-Group Sales Chair

Bob Jewell  
Brookgreen Gardens

### Finance Review Committee Chair/Treasurer

Wayne Morris  
The Printing Port

### Vice Chair

Tommy Bouchette  
BNC Bank

### Fulfillment Committee Chair

Phil Vassar  
Captain's Quarters Oceanfront Resort

### Vice Chair

Mark Lazarus  
Wild Water & Wheels

### Legislative Policy Council Chair

Buzz Freeman  
Conway National Bank

### Vice Chairs

Jim Apple  
Burroughs & Chapin Co.  
Mike Hagg  
Horry Telephone Cooperative  
Debbie Harwell  
Adobe Palm Communications  
Pete Pearce  
Myrtle Beach National

### Marketing Council Chair

Phil Vassar  
Captain's Quarters Oceanfront Resort

### Membership Committee Chair

Richard Singleton  
Coldwell Banker Chicora  
Vice Chair  
Shannon Camp Detzler  
The Jackson Companies

### North Strand Council Chair

Bill McGonigal  
Best Western Ocean Sands

### Small Business Council Chair

Greg McCollum  
M. Greg McCollum, PA

### South Strand Council Chair

John Springs  
True Blue Golf Course

### Vice Chair

Mil Servant  
Surfside Realty

### Young Professionals Council Chair

Jordan Watkins  
Gilmore Entertainment



# Chamber Events

Discover more networking events at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com)

**March 1, 4-5:30 p.m.**  
**North Strand Leadership Forum**  
Avista Resort  
300 N. Ocean Blvd., North Myrtle Beach

Representatives from Horry County, North Myrtle Beach and Atlantic Beach councils discuss issues relative to the North Strand. The Q&A session runs from 4-5:30 p.m. followed by a networking mixer until 7 p.m.  
**Free**, value-added benefit of chamber membership.  
**Register at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).**



**March 5, 6-10 p.m.**  
**Myrtle Beach Area ICE Awards**  
The Palace Theatre  
1420 Celebrity Cir., Myrtle Beach

Join your Myrtle Beach Area Chamber of Commerce and the entire Grand Strand community as we applaud the Incredible Customer Experience. Twelve businesses that are leaders in hospitality and 12 individuals who shine in customer service will be honored during the event. The ceremony includes a pre-reception from 6-7 p.m., an awards ceremony from 7-8:15 p.m., and an after-party from 8:15-10 p.m. with heavy hors d'oeuvres, open bar and entertainment. Ticket sales ended Feb. 25. To see a list of finalists, visit [MyrtleBeachICEAwards.com](http://MyrtleBeachICEAwards.com).



**March 10, 4:15-7 p.m.**  
**Business After Hours**  
**Holiday Inn Oceanfront at Surfside Beach**  
1601 N. Ocean Blvd., Surfside Beach



Enjoy refreshing spirits and tasty hors d'oeuvres, including bacon-wrapped scallops, seafood cakes, chicken and Swedish meatballs. Door prizes include hotel and restaurant certificates and bottles of wine. Parking in the hotel parking lot will be free for the event.

**Free**, value-added benefit of chamber membership. All employees of a Myrtle Beach Area Chamber of Commerce member business are invited and encouraged to participate in all chamber events.  
**Register at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).**  
**Registration Deadline: March 8**

**March 24, 4-5:30 p.m.**  
**Central Myrtle Beach Leadership Forum**  
Breakers Resort, Farlow Ballroom  
Oceanfront at 21st Ave. N., Myrtle Beach

Council representatives from Horry and Georgetown counties discuss issues of interest to the central area of Myrtle Beach. The Q&A session runs from 4-5:30 p.m. followed by a networking mixer until 7 p.m.  
**Free**, value-added benefit of chamber membership.  
**Register at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).**



**March 29, 9 a.m.**  
**Chamber Access**  
**Member Orientation:**  
**Your All Access Pass to the Chamber**  
MBACC Boardroom, 1200 N. Oak St., Myrtle Beach



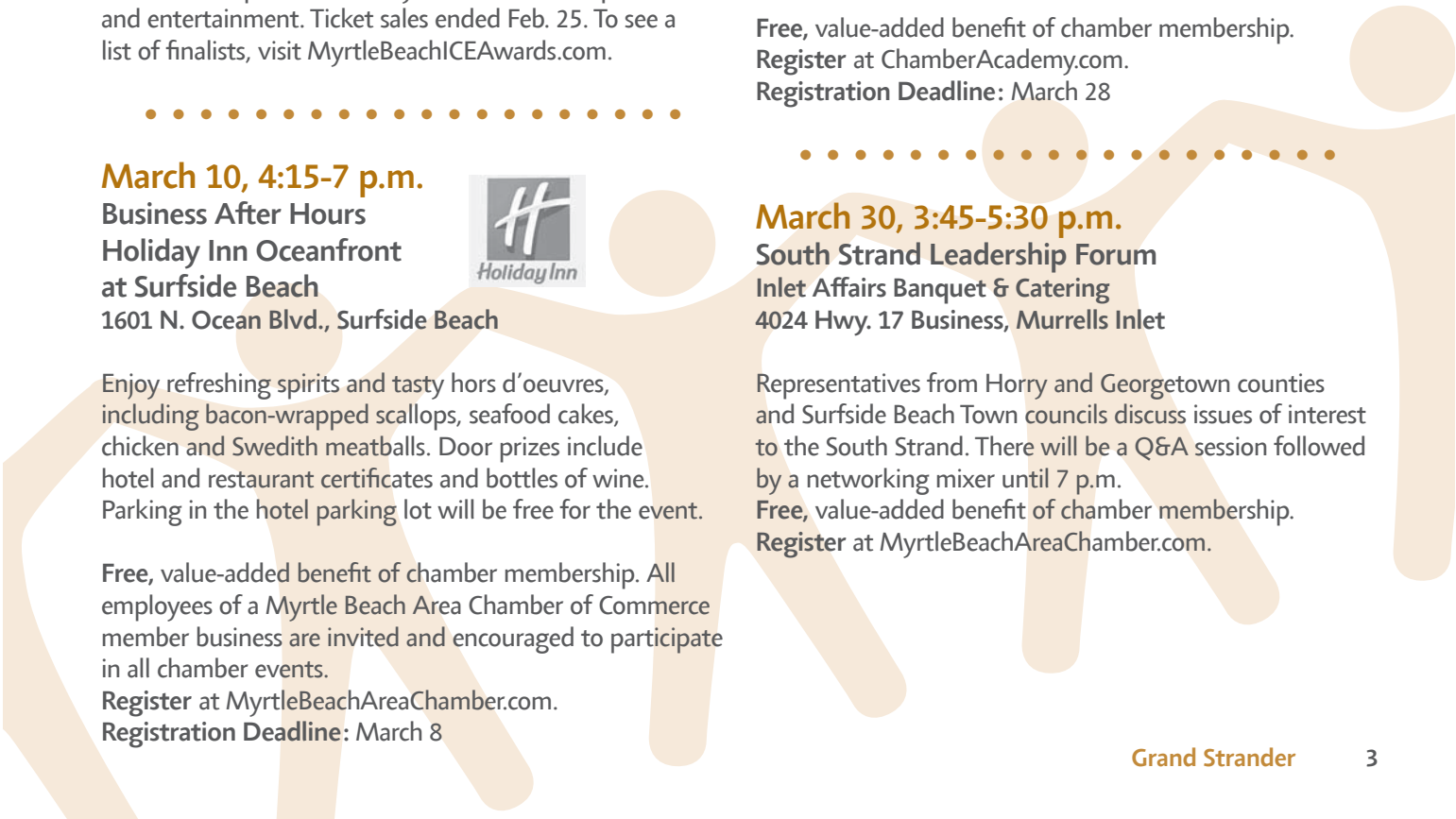
Take advantage of your MBACC benefits. If you are a new member, a new employee or even a longtime member that just wants to hear more about the programs and benefits available to you, sign up for Chamber Access – member orientation. Participation is the key in making your membership work for you!

**Free**, value-added benefit of chamber membership.  
**Register at [ChamberAcademy.com](http://ChamberAcademy.com).**  
**Registration Deadline: March 28**



**March 30, 3:45-5:30 p.m.**  
**South Strand Leadership Forum**  
Inlet Affairs Banquet & Catering  
4024 Hwy. 17 Business, Murrells Inlet

Representatives from Horry and Georgetown counties and Surfside Beach Town councils discuss issues of interest to the South Strand. There will be a Q&A session followed by a networking mixer until 7 p.m.  
**Free**, value-added benefit of chamber membership.  
**Register at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).**



# Chamber Academy



**03.02 OR 03.15 // 9 a.m.-4 p.m.**

## HGTC Partnership Class Excel Training – Level 1

**Location:** Horry-Georgetown Technical College  
Grand Strand Campus Conference Center  
950 Crabtree Lane, Myrtle Beach

**Cost:** MBACC Members & General Public – \$69.  
**Register** at ChamberAcademy.com by March 1 or  
March 14.

Explore the Microsoft Office Excel 2007 environment and create a basic worksheet. Learn to perform auto calculations and basic formulas. Discover how to modify, format and print worksheets. For a basic course outline, visit ChamberAcademy.com. Excel Level 2 will be offered on April 6 and April 20. Check out ChamberAcademy.com for the class description and to register for either day.

**03.16 // 9-11 a.m.**

## U.S. Postal Service Barcode Training Update

**Location:** MBACC, 1200 N. Oak St., Myrtle Beach  
**Cost:** Free  
**Register** at ChamberAcademy.com by March 15.

This class will provide information about the retirement of the Postnet Barcode in May 2011. The Intelligent Mail Barcode (IMB) will replace the Postnet Barcode. This will impact the following mailers:

- Mailers who claim automation discounts on their letter-size and flat-size mailings
- Reply Mail Customers (Business Reply and Courtesy Reply Mail)
- Customers who use the CONFIRM services

The following topics will be covered:

- The differences between the Postnet and Intelligent Mail Barcode
- Basic and full service IMB options
- What fields are contained in the IMB and how do I populate those fields
- What tools or software do I need to make this change
- How to obtain artwork for your reply mail preprinted barcodes
- Step-by-step process to using the IMB

**04.05 // 9 a.m.-2 p.m.**

## HGTC Partnership Class Customer Relations & Revenues – Service Through Sales

**Taught by:** Eileen Soisson, The Meeting Institute  
**Location:** Horry-Georgetown Technical College  
Grand Strand Campus Conference Center  
950 Crabtree Lane, Myrtle Beach

**Cost:** MBACC Members – \$59 (includes lunch)  
General Public – \$69 (includes lunch).  
**Register** at ChamberAcademy.com by April 4.

The class will cover:

- Guest service standards and how to create memorable interactions with customers
- Five key service delivery steps that will set your business apart from others
- Service sale cycle that exists with each guest interaction in your company
- Up-selling and cross promotional opportunities

## Women's Leadership Conference & Celebration of Inspiring Women

Two first-time events focusing on women and leadership will bring nationally-known speakers to Myrtle Beach. The Women's Leadership Conference and Celebration of Inspiring Women will be held March 25 at the Myrtle Beach Marriott Resort at Grande Dunes.

Coastal Carolina University's Women in Philanthropy and Leadership (WIPL) will present the two events. ABC News correspondent Sharyn Alfonsi will serve as master of ceremonies for both events.

The Women's Leadership Conference will be held from 7:45 a.m. to 4 p.m. on Friday, March 25, and the Celebration of Inspiring Women dinner will follow at 6:30 p.m.

Both events are open to the public. Registration is \$75 for the Women's Leadership Conference and \$125 for the Celebration of Inspiring Women dinner.

To learn more and purchase tickets, visit [wiplconference.com](http://wiplconference.com).

# Fire up your team in the HGTC kitchen



Are you looking for an innovative, fun way to build a cohesive team? Then Horry-Georgetown Technical College's Culinary Team Building class is just for you! This class is great for any business that wants their "team" to work better together!

## First Phase of the Class

- Activities designed to build relationships and create the team environment.
- Get to know your fellow participants and build greater cooperation, trust and cohesiveness.

## Second Phase of the Class Moves You to the Kitchen

- Your team will prep, cook, serve and enjoy a gourmet meal!
- During the process, you will experience challenges to your group's creativity, communication skills, cooperation and time management.

For more information, check out [ChamberAcademy.com](http://ChamberAcademy.com).

*Discover more educational opportunities by signing up for the Education Updates e-newsletter at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), click on eNews Sign Up.*

**Carolina Cool Service Ahhhgreements**  
**TRUE COMFORT IS KNOWING IT'S TAKEN CARE OF**

Call today & start getting more comfortable.  
**238-5805**  
[CarolinaCool.com](http://CarolinaCool.com)

*That's Cool!*  
**CAROLINA COOL**

**Service Agreement  
Less Worry.  
Less Cost.  
Less Breakdowns.  
More Comfort.  
More Savings.**

**HVAC · PLUMBING · ELECTRICAL · SOLAR · AIR QUALITY**

## DO YOU TWEET?

Follow Myrtle Beach Area Chamber of Commerce on Twitter for live updates on chamber networking events, educational classes, member benefits, area information and much more. Tweet us at [Twitter.com/MBACHamber](https://twitter.com/MBACHamber).

## JOIN OUR FACEBOOK FAN CLUB

If you're on Facebook, pop in and visit your Myrtle Beach Area Chamber of Commerce. Become a "fan" and receive updates on chamber networking events, educational classes, member benefits, area information and much more. Write on our wall, share photos and videos, start a discussion, or simply put in an appearance.  
*See you on Facebook.com.*

# Member-to-Member Expo, *Continued From Cover*

All employees of member businesses are invited to stop by the free expo and support their fellow chamber members. Whether attending or exhibiting, your business will profit from the added exposure of this high-energy, beach-themed event.

A Business After Hours also will be taking place during the expo with complimentary refreshments from 5-8 p.m. To help gauge food and beverage amounts, members are asked to please register for Business After Hours at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).

For more information on exhibiting or becoming a sponsor (see sidebar), contact Haswell at (843) 916-7240 or [Shannon.Haswell@VisitMyrtleBeach.com](mailto:Shannon.Haswell@VisitMyrtleBeach.com).

## Save \$26 with early-bird booth registration

Member-to-Member Business Expo

April 12, 5-8 p.m., Myrtle Beach Convention Center

Booth Fees: \$99 thru March 11; \$125 after March 11

Reserve your booth at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com)

Registration Deadline: March 25

# f.l.a.v.o.r., *Continued From Cover*

include live entertainment, a beer and wine garden, wine tastings, and cooking demonstrations with participating restaurants' chefs.

As if that's not enough to tempt your taste buds, attendees can take a photo and get a signed autograph with Jennifer Carroll from Bravo TV's "Top Chef" season six and "Top Chef: All Stars," which is currently airing on Bravo. She also will participate in the judging aspect and perform a cooking demonstration.

The event is free and open to the public from 5-8:30 p.m. Food tickets are only \$1 each, with most samples ranging from one to three tickets. Chamber member businesses will receive \$10 worth of complimentary food tickets upon arrival. And to offset the \$3 parking fee, attendees can submit their paid parking receipt to the ticket booth to receive \$3 worth of **free** food tickets. Local culinary students will be competing to take home \$1,000 toward making their culinary dream come true. Visit [GrandStrandRestaurants.com](http://GrandStrandRestaurants.com) for more information.

*Better Brands Inc.*

**WACCAMAW**  
PUBLISHERS

HYMAN  
vineyards

## Member-to-Member Business Expo Sponsorship Opportunities

Gain invaluable recognition by sponsoring the Myrtle Beach Area Chamber of Commerce and Myrtle Beach Area Hospitality Association Member-to-Member Business Expo:

- Sponsorship credit on all expo invitations, brochures and printed material
- Sponsorship credit on all invitations to Business After Hours
- Island booth which is the focal point of the expo
- Sponsor banner in exhibit hall
- Sponsor sign at registration table
- List of chamber members on disk
- Free e-mail blast to MBACC members



# President's Letter

*Getting involved in your chamber*

With the first day of spring right around the corner, the staff of your Myrtle Beach Area Chamber of Commerce is busy planning a terrific year of events and programs. There's never been more – or better – opportunities to get involved in your chamber of commerce. Whether you are a sponsor of a chamber festival, staff a booth or attend a local event, we have multiple ways to promote your business.

March starts off with a red-carpet event that provides an unprecedented opportunity to recognize businesses and individuals who excel in providing outstanding customer service. On March 5, 24 distinguished ICE awards will be presented to those who have raised the bar of service by exceeding the expectations of their customers. Great customer service not only enhances our businesses success, but also helps bring in new businesses and growth to our community. (See [MyrtleBeachICEAwards.com](http://MyrtleBeachICEAwards.com) for a list of finalists.)

March also is the month when we invite our snowbird visitors to help us celebrate a golden anniversary. For 50 years, MBACC has been warming up our Canadian and American visitors with a week's worth of entertainment during the Canadian-American Days Festival. From March 12-20, attendees can choose from a variety of activities – many free – including band concerts, member business expo, St. Patrick's Day parade and dance, and much more. Many of these visitors have been traveling to our destination for decades, and we strive to create new memories for each generation with each festival and event.

On March 28, two notable South Carolinians will be inducted into the S.C. Hall of Fame. This year, the trustees will enshrine William "Singing Billy" Walker, an American Baptist song leader and creator of music shape notes, and Carlisle Floyd, one of the foremost composers of opera in the United States. The March 28 event is free and open to the public. Turn to Page 8 to learn more.

Make dinner plans for March 31 at the Myrtle Beach Convention Center for an event that will surely tempt your taste buds – f.l.a.v.o.r. – Fresh • Local • Appetizing • Value • Original • Restaurants. The event runs from 5 to 8:30 p.m. spotlighting a variety of local Grand Strand restaurants serving delicious samples from their menus. See this month's cover story for all the details.

And finally, throughout the month of March, we will be reminding members of this year's legislative priorities by holding local Leadership Forums. The Leadership Forums convene business owners and city/county council members to discuss regional topics of concern or interest. See Page 3 to find a Leadership Forum close to your business.

March is just the opening act for what's in store for April and May. We've partnered with the Myrtle Beach Area Hospitality Association to revive our Member-to-Member Business Expo on April 12 with a push toward buying local and supporting fellow chamber member businesses. The expo provides an important venue for member exhibitors to showcase their products and services and for savvy professionals to conveniently and efficiently educate themselves about products available in the marketplace prior to the purchasing phase.

April ends with the beginning of the premier outdoor festival of the year – Myrtle Beach MayFest. Downtown Myrtle Beach will be twisting to the sounds of Chubby Checker, along with other top billboard acts, during the chamber-sponsored Beach Music Festival. Registration information for MayFest vendors and Memorial Day Weekend Parade participants can be found on [MyrtleBeachMayFest.com](http://MyrtleBeachMayFest.com). MBACC members receive up to \$200 discount on vendor fees!

Your Myrtle Beach Area Chamber of Commerce offers a full calendar of networking events that provide members the opportunity to build relationships and stay connected with others in the local business community. No matter the size or nature of your business, networking plays a significant role in keeping your company visible in a relationship-based business climate. And remember, since chamber membership extends to your entire organization, all of your employees are encouraged and invited to participate in any of our events!



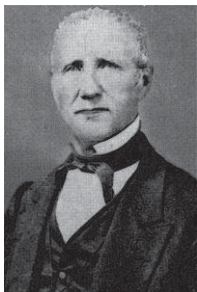
Brad Dean  
President & CEO  
Myrtle Beach Area Chamber of Commerce



# S.C. Hall of Fame announces new inductees



The South Carolina Hall of Fame board of trustees selected the 2011 inductees, both whom will be honored at a ceremony on Monday, March 28, at the Sheraton Myrtle Beach Convention Center Hotel at 10:30 a.m. William "Singing Billy" Walker, an American Baptist song leader and creator of music shape notes, was selected as the 2011 deceased inductee, while one of the foremost composers and librettists of opera in the United States today and Latta, S.C., native Carlisle Floyd will be the 2011 contemporary inductee. The event is free and open to the public. The Official S.C. Hall of Fame is located in the Myrtle Beach Convention Center, where attendees can learn more about the 83 inductees whose portraits reside. Visit [SouthCarolinaHallofFame.com](http://SouthCarolinaHallofFame.com) for additional information.



### William "Singing Billy" Walker

William Walker was born in Martin's Mills, S.C., and grew up near Spartanburg. To distinguish him from other William Walkers in Spartanburg, he was nicknamed Singing Billy. In 1835, Walker published a tunebook titled "The Southern Harmony," using the four-shape shape note

system of notation. In 1846 he issued "The Southern and Western Pocket Harmonist." Intended as an appendix to the "Southern Harmony," the "Pocket Harmonist" contains a large number of camp-meeting songs with refrains. In 1867 (preface signed October 1866), Walker published a tunebook titled "Christian Harmony," in which he adopted a seven shape notation. He incorporated over half of the contents of "The Southern Harmony" in the "Christian Harmony," and he added alto parts to those pieces which had lacked them before.

Walker is listed as the composer of many of the tunes in "The Southern Harmony." However, he acknowledged that in many cases, he borrowed his tunes, probably from

the living tradition of folk music that surrounded him. In working from original tune to finished hymn, Walker borrowed lyrics from established poets such as Charles Wesley (a common practice in his tradition) and added to the tune just a treble (upper) part and a bass, creating three-part harmony.

Walker's compositions and arrangements are widely sung today by Sacred Harp singers as well as others. According to the collated minutes kept by the Sacred Harp Musical Heritage Association, his song "Hallelujah" is sung at Sacred Harp conventions more than any other. The Walker songs are generally sung in four-part versions, with alto parts added by early 20th century composers.



### Carlisle Floyd

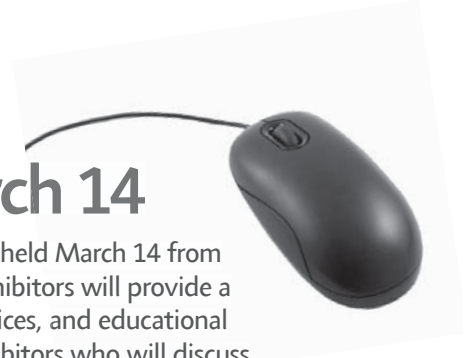
Born in 1926 the son of a Methodist minister, Carlisle Floyd's experiences as a child were that of the Southern Bible Belt with its traveling preachers, revival meetings and strong sense of

community. He was also aware of the darker side of Southern fundamentalism; its bigotry and hypocrisy. Piano and drawing were large parts of Floyd's life and in fact, he expected to pursue a career in painting. However, music prevailed and he followed his teacher, Ernst Bacon, to Syracuse University in the 1940s where Floyd received both a B.M. and M.M. in piano and composition. During his stay at Syracuse, Floyd began writing a number of one-act plays including "Slow Dusk," a one-act piece based on a short story he had written. His style was uniquely American and he was comfortable with that identity.

In 1951, he began his teaching career at Florida State University where he remained until 1976, when he was appointed professor of music at the University of Houston. During his tenure at Florida State, Floyd completed his opera "Susannah" that was first premiered at Florida State

in 1955 and later by the New York City Opera in 1956. Based on the biblical story of Susannah and the Elders, this opera takes place in a rural community in the Tennessee mountains. Floyd compared this story to the anti-communist rhetoric spouted by then Sen. Joseph McCarthy. After its premiere, "Susannah" went on to win the New York Music Critics' Circle Award and travelled as the American entry to the Brussels World Fair in 1958. Since then, the production has been produced more than 800 times.

Floyd's subsequent operas include "Wuthering Heights" (1958), "The Passion of Jonathan Wade" (1962; revised in 1991), "Of Mice and Men" (1970), "Bilby's Doll" (1976), and "Willie Stark" (1981). Floyd's most recent opera, "Cold Sassy Tree," was adapted from Olive Anne Burns' novel of the same title and premiered in April 2000. It is a comic opera named for the rural Georgia town in which the action takes place.



## Grand Strand TechEXPO set for March 14

The Grand Strand TechEXPO, sponsored by the Grand Strand Technology Council, will be held March 14 from 12-6 p.m. at the Hilton Myrtle Beach Resort. The free event is open to the public. The exhibitors will provide a broad look at everything from games to accounting, business development to home services, and educational systems to engineering. The TechEXPO also will feature a number of seminars by the exhibitors who will discuss their products and services. For more details on the TechEXPO, including seminar times and exhibitor booth costs, check out [gstechexpo.org](http://gstechexpo.org).

The Myrtle Beach Area Chamber of Commerce is a co-sponsor for this event.

## Can-Am Days celebrating golden anniversary

For fifty years, snowbird visitors have escaped the cold and snow for the beautiful climate and attractions of the Myrtle Beach area to celebrate Can-Am Days. This lively festival will once again entertain young and old with a week's worth of entertainment, music and fun.

Some of the many *free* activities running March 12-20 include the RBC Bank Canadian-American Days Celebration Expo at the Coastal Grand Mall on March 17. This festival expo features MBACC members promoting their goods and services, live entertainment by No Strings Attached, The Top Hat Marching Band and The Burlington Teen Tour, as well as drawings for prizes from exhibitors. Throughout the week, Can-Am Days participants can enjoy numerous military band and music concerts at various times and locations, as well as the 23rd annual North Myrtle Beach St. Patrick's Day Parade on March 12 at 9 a.m. and a St. Patrick's Day celebration in downtown Myrtle Beach that afternoon.

Other events the community will host include the 2nd annual IrishFest, which includes fun activities for kids, Irish food, Irish music, and a great selection of Irish beer at Market Common, and the 3rd annual RBC Battle at the Beach golf competition on March 16 at the Prestwick Country Club. Barefoot Landing will be partnering with Risen Christ Lutheran School to host the 4th annual "Taste of the Coast at Barefoot Landing" on March 19, where local restaurants will offer samples of their specialties.

For a complete list of activities, visit [GrandStrandEvents.com/CanAmDays](http://GrandStrandEvents.com/CanAmDays).



*No Strings Attached is just one of several bands playing during this year's Can-Am Days Festival.*

# PR Hotspot

January media outreach in Canada and New York City

by Kimberly Miles, public relations manager

The public relations team for the Myrtle Beach Area Chamber/Convention and Visitors Bureau headed up to two snowy cities in January to meet with media and garner media coverage for the Myrtle Beach area. In an effort to highlight Carolina coastal cuisine, an interactive culinary cooking class event was held in Toronto led by Chef James Clark, executive chef of Waterscapes at the Marina Inn at Grande Dunes. The media in attendance enjoyed breaking up into groups and cooking their own six-course meal which included dishes like shrimp and grits, chicken bog, stuffed quail, and cured grouper with pickled okra and watermelon rind. Chef Clark also cooked his shrimp and grits live on Toronto's number one morning show, "Breakfast Television," on City TV to a viewership of more than 500,000.

In New York, the PR team conducted individual media desk side visits and hosted a media reception at a lowcountry themed restaurant in the city. Some of the journalists in attendance were from Conde Nast Traveler, Ladies Home Journal, Peter Greenberg Worldwide and TravelingMom.com. Chef Andreann Geise from Mykonos in Myrtle Beach featured her Greek and Southern fusion cuisine during a demo at Williams Sonoma in Columbus Circle and in the Conde Nast building cafeteria. She also cooked her Blushing She-Crab Soup for News 12 Connecticut in Hartford/New Haven.

### New Online Newsroom and Social Media Releases

The PR team has a new online newsroom which includes press releases that can be easily shared with not only journalists, but also the general public and anyone that uses social media. The newsroom is hosted through PitchEngine, a company which specializes in making press releases and digital content associated with the release (photos, video) easily shareable via multiple media platforms. You can view the online newsroom by going to [VisitMyrtleBeach.com/media](http://VisitMyrtleBeach.com/media) and click on Press Releases. Members are encouraged to share the latest Myrtle Beach news and press releases.

What would you like to learn about or see in a future PR Hotspot? Want to be involved in this area's public relations efforts? Have a PR question? You can reach Kimberly Miles at (843) 916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com). Follow Miles' tweets from the Myrtle Beach Area CVB at [twitter.com/MyMyrtleBeach](https://twitter.com/MyMyrtleBeach).



Chef James Clark from Waterscapes at the Marina Inn at Grande Dunes cooks shrimp and grits live for "Breakfast TV" host Dina Pugliese in Toronto on Jan. 20, 2011.



Kimberly Miles, public relations manager, speaks about what's new in Myrtle Beach to journalists attending a reception in New York City on Jan. 26, 2011.

### Print and Online Publicity Values

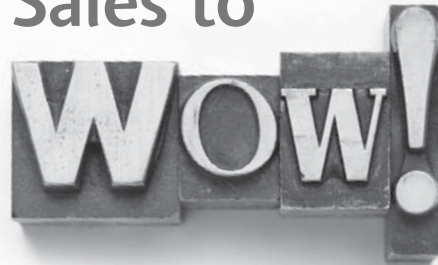
January 2011	
Print Stories	31
Online Stories	285
Estimated Print Circulation	5,541,937
Online Unique VPM	204,849,134
Estimated Publicity Value	\$1,692,506 (total for print, online)

Source: CisionPoint Media Monitoring

# INSIDER

March 2011

## CVB-Group Sales to



## Audiences in 2011

by Danna Lilly, CMP, director of sales, Myrtle Beach Area Convention and Visitors Bureau

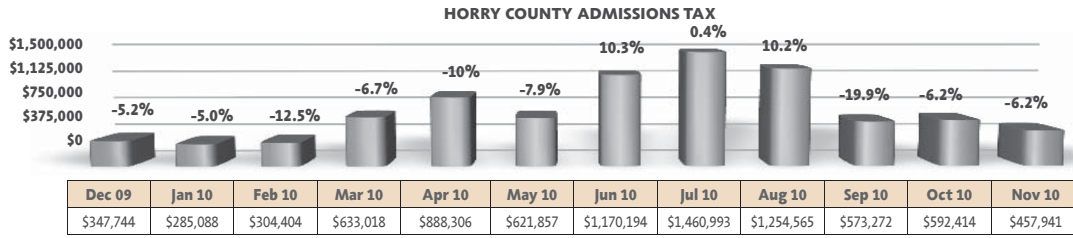
2011 group sales efforts began with a powerful start as 23 sales associates from the Grand Strand, along with the Myrtle Beach Area Convention and Visitors Bureau-Group Sales team, set out for the American Bus Association in early January. The wintry weather was bitter in Philadelphia but spirits were warmed as Team Myrtle Beach hosted 500 tour operators for an "Under the Boardwalk" breakfast on opening day, complete with The Fantastic Shakers, professional shaggers and miniature replicas of the boardwalk as centerpieces. After touting all of the "what's new" for Myrtle Beach in 2011 to the audience as a whole, the remainder of the week was spent meeting one on one with these operators to put business on the books. At the end of the week, more than 800 appointments were held and the team of sales professionals, who compete daily within the market, unified to put Myrtle Beach on a pedestal!

And so is the plan for 2011, to continue to WOW! our audiences of planners in all markets. Thirty-five tradeshows are on the schedule for outreach opportunities to meetings, sports and motorcoach organizers. Ten additional industry sponsorships, sales missions, and familiarization (fam) trips, targeting new and true market areas, will support the efforts in building awareness, generating leads and booking business into the new Myrtle Beach. Greater emphasis in Internet advertising, a step out of the norm in group advertising, will bring a broader range of prospective clients into the groups side of the VisitMyrtleBeach.com website. And upgrades in booth design, video expansion and sales collateral

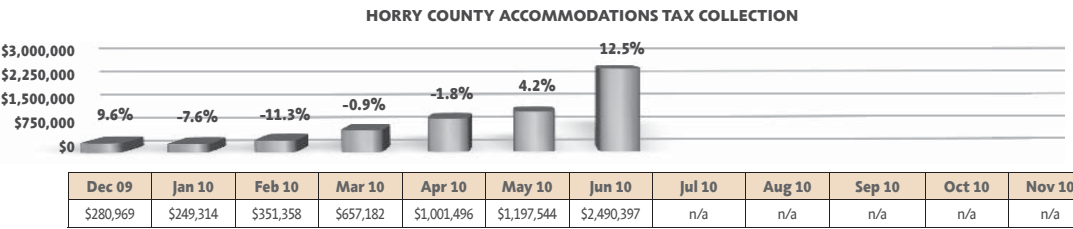
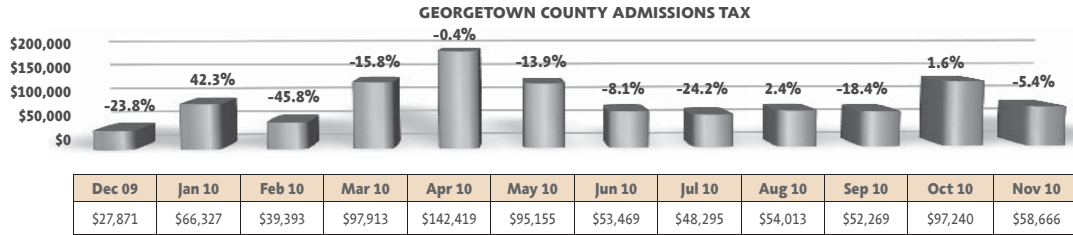
will more accurately portray to those outside of our area what we as insiders see each day.

As with each new year, we're also excited to see the efforts of past years come to fruition. Hotels, restaurants and attractions will welcome back successful sporting events such as USA Triathlon and the Myrtle Beach Mini-Marathon, and will also look forward to new events. Included in the "first timer" category are USA Track and Field Youth National Championships, bringing approximately 5,000 youth and families into the area for competition at Doug Shaw Stadium in late June. Later in the year, USA Track and Field will bring their 2011 Cross Country Championships to Whispering Pines Golf Course. Three-thousand young athletes and families will experience the beauty of holiday décor and great entertainment along the Grand Strand during the second week in December.

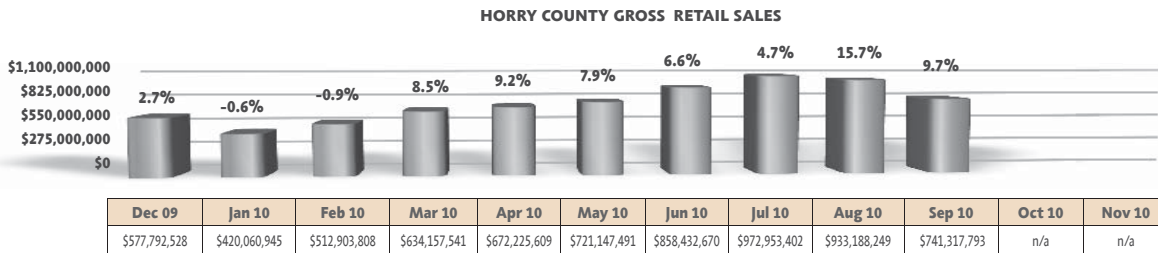
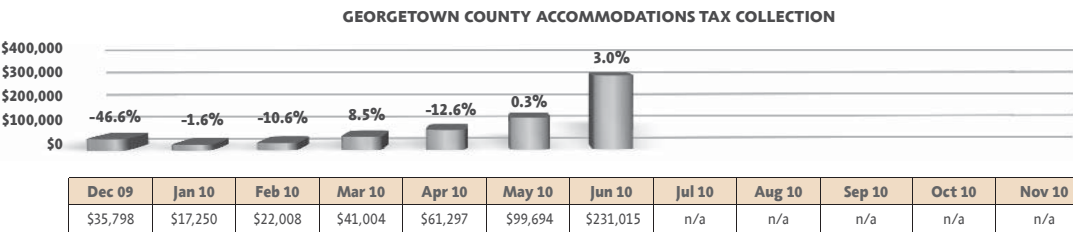
In November, another first time opportunity will be brought to us via Meier's Weltreisen, the second largest German-based agency booking travel to the United States. Each year this company sends their top 100 selling agents to the United States, as an incentive and to learn more about a specific destination. As European travelers are proven to have longer length of stays and higher spending habits, this is an incredible opportunity for Myrtle Beach to host top producing agents that sell to the German market. For four days, these agents will enjoy the many amenities of our area, enabling them to better sell the destination after returning to Germany. Willkommen Meier's Weltreisen zum Strand Myrtle!



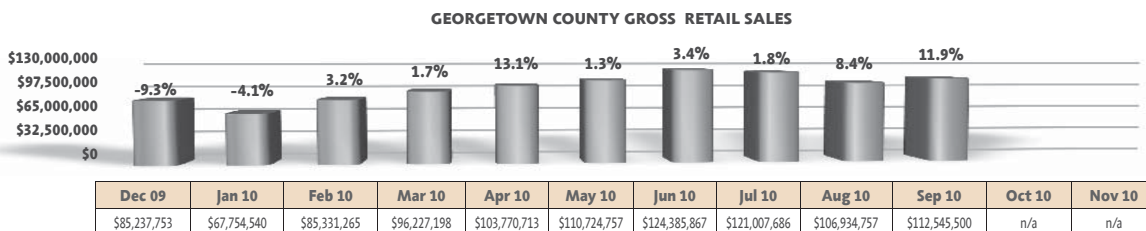
Percentages Shown Are Percent Change From Previous Year



Percentages Shown Are Percent Change From Previous Year

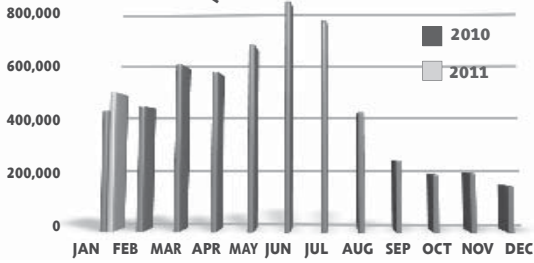


Percentages Shown Are Percent Change From Previous Year



For more information regarding additional research conducted by the chamber, contact Wendy Bernstein at [Wendy.Bernstein@VisitMyrtleBeach.com](mailto:Wendy.Bernstein@VisitMyrtleBeach.com)  
Sources: S.C. Departments of PRT and Revenue

### UNIQUE User Sessions

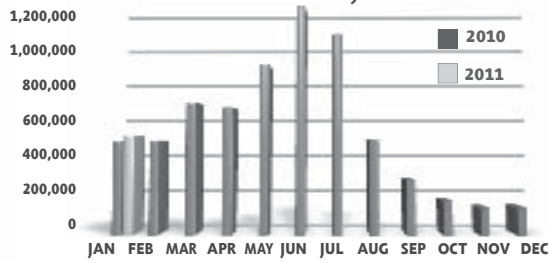


	Jan	Feb	Mar	Apr	May	Jun
% Change	15.49%					
2011	480,220					
2010	415,802	431,835	578,336	550,749	685,511	821,977

	Jul	Aug	Sep	Oct	Nov	Dec
% Change						
2011						
2010	788,918	410,160	243,260	194,389	199,672	155,994

### ADVERTISER Referrals



	Jan	Feb	Mar	Apr	May	Jun
% Change	5.99%					
2011	512,349					
2010	483,403	488,516	686,713	662,818	886,126	1,240,128

	Jul	Aug	Sep	Oct	Nov	Dec
% Change						
2011						
2010	1,046,900	497,678	282,127	175,033	138,756	140,746

### YEAR OVER YEAR YTD Referral Click % Change\*

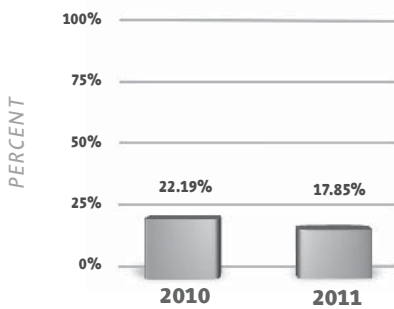
Category	% Change
Lodging	-4.91%
Amusements	+35.99%
Theaters	+4.84%
Dining	+12.62%
Shopping	+20.01%
Watersports	+11.42%
Weddings	-17.87%
Golf	-4.05%
Add'l Services	+3.77%
Fishing	-0.90%

\*Jan. 1 - Jan. 31, 2011

For more information, contact: [InternetMarketing@VisitMyrtleBeach.com](mailto:InternetMarketing@VisitMyrtleBeach.com)

### OCCUPANCY PERCENT PER ROOM WEEK\*

(December 4, 2010 - January 15, 2011)



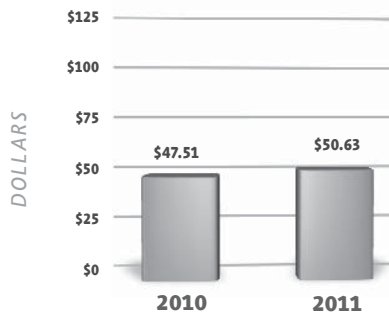
	Jan	Feb	Mar	Apr	May	Jun
2011	18.52%					
2010	21.42%	30.16%	43.31%	52.49%	50.64%	75.37%
2009	23.00%	34.50%	40.42%	53.39%	44.27%	68.90%

	Jul	Aug	Sep	Oct	Nov	Dec
2011						
2010	90.60%	75.33%	57.38%	43.36%	30.99%	18.95%
2009	84.59%	76.81%	55.62%	42.18%	30.91%	22.77%

### AVERAGE DAILY RATE PER ROOM WEEK\*

(December 4, 2010 - January 15, 2011)

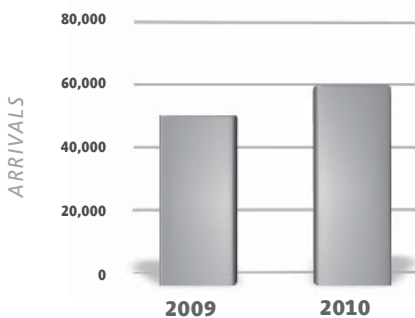


	Jan	Feb	Mar	Apr	May	Jun
2011	\$51.45					
2010	\$45.99	\$52.34	\$69.33	\$83.36	\$98.05	\$125.87
2009	\$44.22	\$51.74	\$67.04	\$87.33	\$103.59	\$129.30

	Jul	Aug	Sep	Oct	Nov	Dec
2011						
2010	\$145.24	\$118.77	\$85.44	\$71.02	\$56.67	\$54.46
2009	\$141.53	\$116.58	\$80.96	\$64.64	\$53.87	\$47.71

### NOVEMBER AIRPORT ARRIVALS\*\*



	2009	2010	Change
Arrivals	49,046	57,819	17.9%

\*Dr. Taylor Damonte, Director • Clay Brittain, Jr. Center for Resort Tourism  
Coastal Carolina University • [tdamonte@coastal.edu](mailto:tdamonte@coastal.edu)

\*\*Source: Horry County Department of Airports

## HELP US HELP YOU

Provide data to CCU

By sending in your weekly numbers, you will be providing valuable data that helps us to keep updated information. For more information, please contact Dr. Taylor Damonte, director of Clay Brittain, Jr. Center for Resort Tourism at Coastal Carolina University, [tdamonte@coastal.edu](mailto:tdamonte@coastal.edu).

# Jason McCoy named CVB customer service manager

The Myrtle Beach Area Chamber of Commerce/ Convention and Visitors Bureau member brochure services are currently provided by partner member Coastal Distribution. In a continuing effort to enhance the CVB experience and serve as an ambassador for the Myrtle Beach Area Chamber of Commerce, Coastal Distribution has added to their staff a CVB customer service manager, Jason McCoy. McCoy comes to Coastal Distribution and the MBACC with an extensive background in business to business relationship development as well as sales, marketing and member services.

Attending the University of South Carolina with a focus on business administration, McCoy began his career in the family business, McCoy Construction, and later spent several years in real estate and the new homes industry with a national builder. He is the recipient of numerous sales and service awards and brings a unique "personal touch" element to the CVB customer service manager position. McCoy will be working directly with both lodging and non-lodging members to receive program feedback as well as continue development of program benefits and services.

McCoy has great interest in music, as he played drums in a band for several years. He also enjoys reading/writing,



*Jason McCoy, new CVB customer service manager*

watching comedies and spending time with his family. He and his wife, Tara, moved to Myrtle Beach in 2004 from Columbia, S.C. They have been married for 10 years and have two children, Landon, age 4, and Copeland, age 6 months.

McCoy is excited to be working directly with the Myrtle Beach Area Chamber of Commerce and is looking forward to meeting the CVB members and making a difference in the CVB program.



## Where in the world is the CVB?

March 9-13	2011 ITB Berlin	Berlin, Germany
March 16	2011 Meetings Industry Council of Colorado	Denver, CO

CVB-Group Sales is busy this month welcoming one group with 400 attendees.

*Myrtle Beach Area Convention and Visitors Bureau Insider is published monthly by the Myrtle Beach Area Chamber of Commerce, 1200 N. Oak St., Myrtle Beach, SC 29577.*

*If you have story ideas or questions, contact Jason McCoy, CVB customer service manager, at [CVBmanager@gmail.com](mailto:CVBmanager@gmail.com).*

*Printed by Inlet Printing Co.*

# Money-saving programs exclusively for MBACC members

With the Myrtle Beach Area Chamber of Commerce buyer power, you can save considerable dollars with our member programs. If you use these programs to offset expenses your chamber membership can pay for itself. Learn more about these programs at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), click on Member Benefits/Save Money.

## BlueCross BlueShield of South Carolina

BlueCross BlueShield of South Carolina Business True Blue<sup>SM</sup> offers MBACC members flexible options to build a health care plan that works for you. Both individual and group health insurance plans are available. For details about True Blue, contact your local BlueCross BlueShield of South Carolina office at (843) 444-9068.



## Fisher Recycling – Grand Strand

Fisher Recycling – Grand Strand offers MBACC and MBAHA/Hospitality Partnership members complimentary on-site waste audits to create a customized recycling program for your business. With a 3-year Recycling Service Contract, Fisher Recycling, Grand Strand offers members one free pick up and one month of free recycling containers/bins. To learn about recycling services, contact Kira Roff, president/ecopreneur, at (843) 314-3512.



## Office Depot

Receive unbeatable discounts on your office supplies, office furniture, technology, copy/print, and much more at Office Depot. To enroll, contact your local Office Depot representative, Curtis Richardson, at (888) 213-8948, ext. 5499.



## Sam's Club

MBACC members receive a \$10 gift card when you sign up for a new Sam's Club membership or renew an existing membership by Dec. 31, 2011. Learn more at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).



## Hospitality Partnership Services

Need training resources? Interested in "Green Clean Safe" certification? Have a question about identity theft? Visit [HospitalityPartnership.com](http://HospitalityPartnership.com) for more information.



## Member-to-Member Discounts

Designed to enhance your membership value, the Member-to-Member Discounts program encourages members to buy from other members to save money, increase visibility and promote new business for their companies. Learn more at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).

# Chamber Ambassadors

The mission of the Myrtle Beach Area Chamber of Commerce ambassador program is to promote awareness about MBACC benefits and services while encouraging members to become more involved in the organization. It's easy to become an ambassador. Visit [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com) and click on Member Benefits, Ambassador Program. Or you can contact Pat Creed, membership services manager, at (843) 916-7225 or [Pat.Creed@VisitMyrtleBeach.com](mailto:Pat.Creed@VisitMyrtleBeach.com).



## Ambassadors of the Month

Congratulations to Traci Durst with Rhema Telecom, who earned Ambassador of the Month for January. Durst is serving her first year as an ambassador.



Applause to Abbey Brink with WFXB FOX 43 TV who earned the second highest total points for January. Brink is serving her second year as an ambassador.

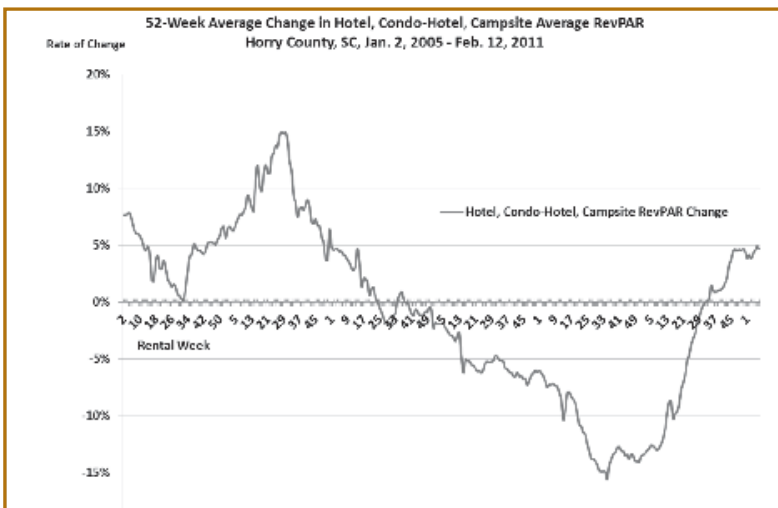
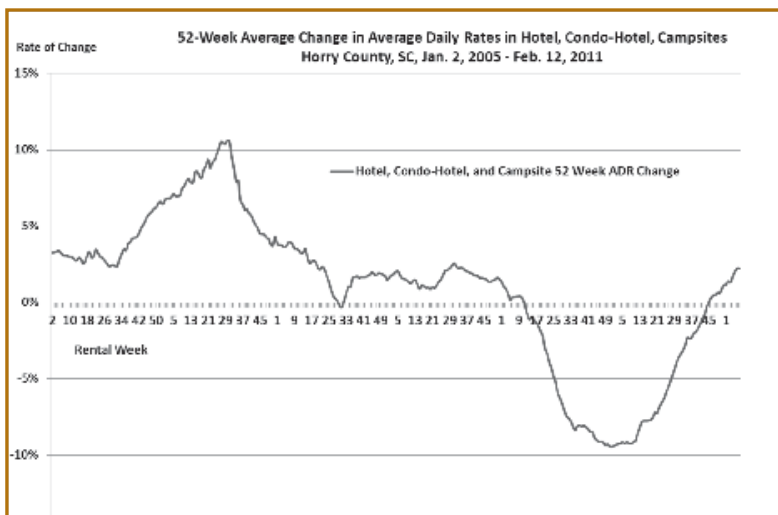
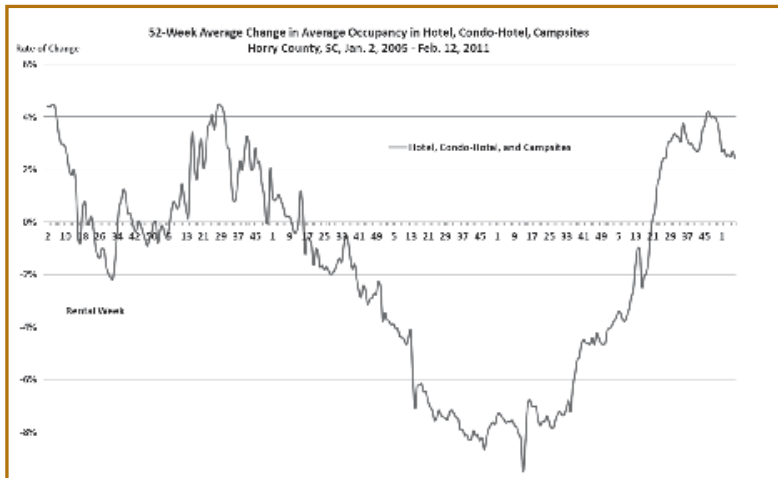
# Easter holiday business looks promising

by Dr. Taylor Damonte, director of the Clay Brittain Jr. Center for Resort Tourism, and Gary Loftus, director, BB&T Center for Economic and Community development, E. Craig Wall Sr. College of Business Administration, Coastal Carolina University

With the occupancy average down in December, January and the first two weeks of February, the 52-week moving average trend line for occupancy is leveling out at a rate of increase of 2.4 percent. However, the average daily rate for the Brittain Center's sample of hotels, condo-hotels and campsites has been increasing since the beginning of November 2011 compared to that of the equivalent period of the previous year. The 52-week average change in ADR as of Feb. 12, 2011, stands at 2.7 percent (see charts).

The Easter holiday of 2011 falls on April 24, which is the last possible date. When the Easter-Passover period has fallen in late spring the average occupancy rate for Easter weekend along the Grand Strand has been as high as 85 percent and remained as high as 75 percent during the following week. With numerous local events scheduled during the month of May and several new attractions scheduled to open before Memorial Day, there may be a smaller gap in tourism demand than usual along the Grand Strand between Easter and the beginning of the summer season of 2011.

Graphs reflect data drawn from the Brittain Center's Tourism Economy Study database on Feb. 14, 2011.



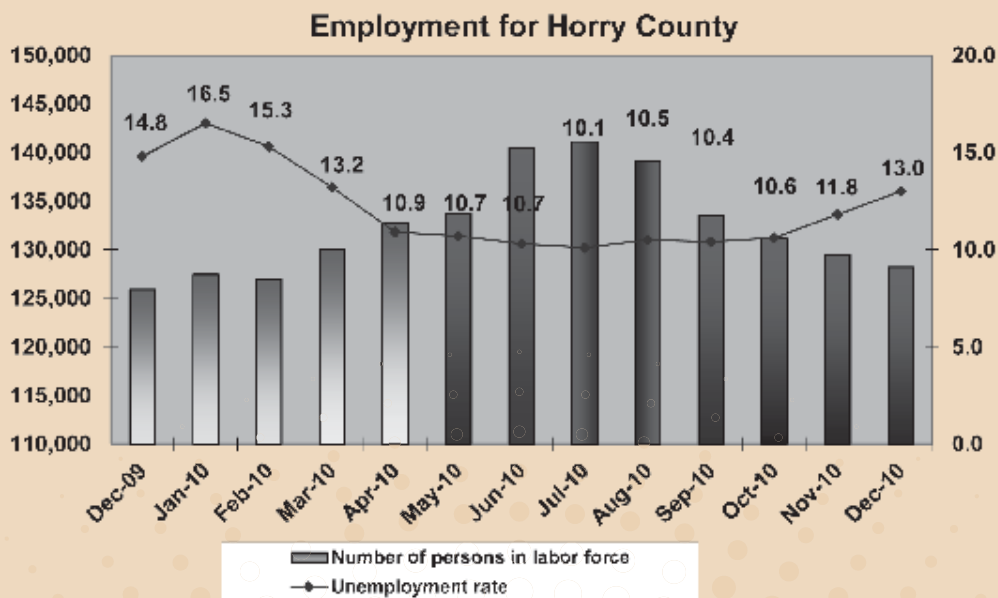
# Economic Indicators

## RESIDENTIAL CONSTRUCTION PERMITS NOVEMBER 2010

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	1	92	16	0	7
Single Family Units Cost	\$600,000	\$11,371,309	\$3,368,325	\$0	\$1,697,458
Multi-Family Bldgs.	0	1	1	0	0
Multi-Family Units	0	17	3	0	0
Multi-Family Bldgs. Cost	\$0	\$1,200,000	\$456,839	\$0	\$0

## RESIDENTIAL CONSTRUCTION PERMITS NOVEMBER 2009

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	9	85	7	0	13
Single Family Units Cost	\$1,267,009	\$11,178,442	\$1,771,377	\$0	\$2,015,220
Multi-Family Bldgs.	3	0	1	0	0
Multi-Family Units	50	0	12	0	0
Multi-Family Bldgs. Cost	\$2,390,239	\$0	\$2,674,528	\$0	\$0



## ADDITIONAL ECONOMIC INDICATORS

Monthly statistics for the following economic indicators can be found in the CVB Insider special section of the Grand Strander:

Accommodations Tax Collections • Admissions Tax • Airport Activity • Gross Retail Sales

Sources: Bureau of the Census, S.C. Employment Commission

# New Members

The following businesses and organizations are committed to helping advance a successful business climate through their investment in the Myrtle Beach Area Chamber of Commerce.

## A Big Hit Awards & Gifts

*Awards*  
Jodi Wofford  
3834 Wesley St.  
Myrtle Beach, SC 29579  
(843) 236-4543  
abighitawards.com

## AccuQuest Hearing Centers

*Hearing Aids*  
Kayla Bracey  
300 Dick Pond Rd.  
Myrtle Beach, SC 29588  
(843) 249-1900  
accuquest.net

## AccuQuest Hearing Centers

*Hearing Aids*  
Jennifer Reed  
3702 Sea Mountain Hwy.  
Little River, SC 29566  
(843) 734-0540  
accuquest.net

## All American Restoration & Painting, LLC

*Services*  
Christopher LePera  
PO Box 30361  
Myrtle Beach, SC 29588  
(843) 222-1662  
allamericansc.com

## American Timberlands Co., LLC

*Land Management*  
Stacy Sipe  
98 Center Marsh Ln.  
Pawleys Island, SC 29585  
(843) 979-2221  
americantimberlands.com

## Aqua Beach Inn

*Hotel-Motel*  
Sheryl Kluge  
1301 N. Withers Dr.  
Myrtle Beach, SC 29577  
(843) 916-1301  
AquaBeachInn.com



## Black River Outdoors Center

*Nature-Tour*  
Richard Laurent  
21 Garden Ave.  
Georgetown, SC 29440  
(843) 546-4840  
BlackRiverOutdoors.com



## Camping Connection

*Camper-Trailer/Sales/Service/Supplies*  
Roger Cunningham  
105 Lichen Ct., #3  
Myrtle Beach, SC 29588  
(843) 238-3329  
campingconnectionrv.com

## Celebration Music Theatre

*Theatres-Live*  
Cheryl Holowacz  
301 Hwy. 17 S.  
Surfside Beach, SC 29575  
(843) 839-7827



## Charleston Adventures (Division of Charleston Harbor Tours)

*Tours*  
Robert Scribner  
385 E. Bay St.  
Charleston, SC 29401  
(843) 722-1112  
CharlestonAdventures.com



## Conway Glass Center

*Glass-Commercial/Residential/Ornamental/Showers*  
Barbara Streeter  
2416 Main St.  
Conway, SC 29526  
(843) 248-3558  
popsglass.com

## Cumulus Broadcasting Wilmington

*Radio Stations*  
Monica Johnston  
3233 Burnt Mill Rd.  
Wilmington, NC 28403  
(910) 763-9977  
wilmington.cumulusradio.com/Default.aspx

## Freedom Boat Club

*Organizations/Clubs*  
Karen Berry  
2120 Sea Mountain Hwy.  
North Myrtle Beach, SC 29582  
(843) 399-8711  
freedomboatclub.com

## Go Green at the Beach, LLC

*Green*  
Christopher LePera  
PO Box 30361  
Myrtle Beach, SC 29588  
(843) 222-1662  
GoGreenattheBeachSC.com

## Grand Strand Primary Care

*Physicians & Surgeons-MD*  
Donna Brodersen  
3471 Belle Terre Blvd., A-1  
Myrtle Beach, SC 29579  
(843) 236-1950  
grandstrandprimarycare.com

## Halaina's Salon

*Beauty Shops/Barber Shops*  
Halaina Cauble  
2798-G Howard Ave.  
Myrtle Beach, SC 29577  
(843) 839-4062  
HalainaSalon.com

## King Business Printing

*Printers*  
Joe Estes  
1100 Commons Blvd., 3-303  
Myrtle Beach, SC 29572  
(800) 814-9456  
(800) 814-9456  
kingbusinessprinting.com

## The Learning Station

*Child Care/Day Nurseries*  
Donna Jensen  
690 Singleton Ridge  
Conway, SC 29526  
(843) 349-0108  
thelearningstation.org

## MSE Branded Foods

*Restaurant Management*  
Jack Hough  
1100 Jetport Rd.  
Myrtle Beach, SC 29577  
(770) 532-3301  
MSEBranded.com

## Mykonos

*Restaurant-Greek*  
Kelly Nightingale  
1002 29th Ave. N.  
Myrtle Beach, SC 29577  
(843) 839-1965  
dinedrinkanddance.com



## Myrtle Beach Boardwalk Resorts

*Vacation Rentals & Beach Homes*  
David Klee  
2102 Cromley Cir., Ste. C  
Myrtle Beach, SC 29577  
(843) 839-1580  
MyrtleBeachBoardwalkResorts.com



**Myrtle Beach Coin Exchange**  
*Collectibles*  
Patti Russell  
4232 Socastee Blvd.  
Myrtle Beach, SC 29588  
(843) 293-9000

**Myrtle Beach Golf Insider**  
*Golf-Packaging*  
Kathi Grace  
357 Lake Arrowhead Rd.  
Myrtle Beach, SC 29579  
(843) 235-4653  
mbgolfinsider.com



**Myrtle Beach Skywheel**  
*Attractions*  
Julie Foshage  
222 S. Central Ave., Ste. 1100  
St. Louis, MO 63105  
(314) 333-5624



**National Association for Active and Retired Federal Employees (NARFE)**  
*Nonprofit*  
Camille Noonan  
606 Locke Ct.  
Murrells Inlet, SC 29576  
(843) 357-4135  
NARFE.org

**Porter Airlines, Inc.**  
*Airlines-Air Freight*  
Adam Wilcox  
1100 Jetport Rd.  
Myrtle Beach, SC 29577  
(416) 619-8622  
(888) 619-8622  
FlyPorter.com



**Rivertown Lymphedema Clinic and Rehab, LLC**  
*Physicians & Surgeons-MD*  
Thomas Kincheloe  
100 Prather Park Dr., Ste. A  
Myrtle Beach, SC 29588  
(843) 742-5701  
rivertownlymphedemaclinic.com

**Scentsy**  
*Home-Decor*  
Lucas Shaw  
130 Ashton Cir.  
Myrtle Beach, SC 29588  
(843) 215-1420  
LucasTodd.scentsy.us

**Smoke Free Horry**  
*Organizations/Clubs*  
Barbara Morgan  
1604-B Main St.  
Conway, SC 29526  
(843) 488-1329  
smokefreehorry.com

**Sonic Drive-In**  
*Restaurant-Fast Food*  
Stephanie French  
200 N. Kings Hwy.  
Myrtle Beach, SC 29577  
(843) 503-5727  
SonicDriveIn.com



**Strand Management Group**  
*Property-Management*  
Rosalie Strickland  
590 River Oaks Dr.  
Myrtle Beach, SC 29579  
(843) 236-7581  
leasemyrtlebeach.com

**TBSI Advertising**  
*Advertising-Agencies/Consultants*  
Donald Perry  
PO Box 1979  
Myrtle Beach, SC 29577  
(843) 450-2202  
tbsiadvertising.com

**Three Ring Focus**  
*Internet-Marketing*  
Christofer Matechen  
3926 Wesley St., Ste. 204-B  
Myrtle Beach, SC 29579  
(843) 796-1616  
threeringfocus.com

**Tom Taylor Resort Realtor**  
*Real Estate-Sales*  
Tom Taylor  
46135 S. Ocean Blvd., #5-A  
North Myrtle Beach, SC 29582  
(843) 272-1000  
(800) 238-4848  
myrtle.com

**United Security Alliance, Inc.**  
*Security Services-Consultants*  
Jeffrey Hord  
400 20th Ave. N., Ste. 202  
Myrtle Beach, SC 29577  
(843) 957-2925  
usacctv.com

**World Fastpitch Connection**  
*Sports*  
Ben Wofford  
3834 Wesley St.  
Myrtle Beach, SC 29579  
(843) 236-8931  
playwfc.org

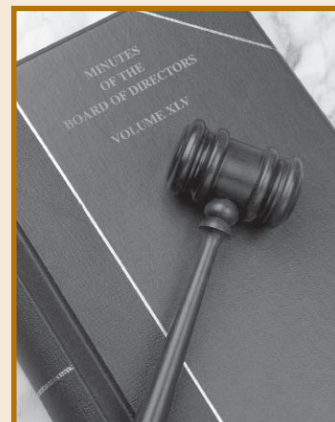
## MBACC 2011-2012 board candidates

The Myrtle Beach Area Chamber of Commerce nominating committee is pleased to propose a slate of candidates for eight available seats on the chamber's board of directors to fulfill three year terms beginning the 2011-2012 fiscal year.

After careful review of a number of qualified members, the nominating committee believes that the candidates listed below will be excellent additions to the governing body of the chamber:

Terrance Herriott – Conway National Bank  
Suzanne Hinde – Sheraton Myrtle Beach  
Convention Center Hotel  
Mike LaPier – Myrtle Beach International Airport  
Eileen Kim – Edward Jones  
Ken McKelvey – Defender Resorts  
George Mims – Grubb & Ellis/Wilson Kibler  
Ebbie Phillips – Tyson Sign Company  
Chris Shroff – Avista Resort

Additional nominees may be offered by signed, verifiable petition of at least 10 percent of active members of the voting membership of the chamber, delivered to the chamber's main office (1200 N. Oak St., Myrtle Beach) by 4 p.m. on or before April 8, 2011. For more information, contact Kathy Richardson, executive assistant to the CEO, at (843) 916-7219 or [Kathy.Richardson@VisitMyrtleBeach.com](mailto:Kathy.Richardson@VisitMyrtleBeach.com).





- Service Oriented
- Community Minded
- Educating
- Networking
- Embracing Young Professionals

## 'Conversations With a CEO' big hit with gsSCENE members

Submitted by Carla Gatti & Amber O'Brien, gsSCENE Members

The first gsSCENE luncheon of "Conversations with a CEO" was held on Jan. 27 at Pine Lakes Country Club. Each CEO speaker provided advice for young professionals to grow in their careers. Many of their recommendations came from mentors that they had experienced over the years with the common theme of having passion for what you do or at least make it your passion.

Brad Dean of the Myrtle Beach Area Chamber of Commerce kicked off the luncheon and pointed out that his advice for success to a young professional was to extend your vision and your passion into what it is that you like to do. He also noted that finding a way to impact others will in turn impact you and your decisions. This advice can be related to a professional goal, as well as, a personal aspiration.

Jim Apple of Burroughs & Chapin Co. pointed out that as a leader you need to extend yourself to others so they have what they need to succeed. He noted that love was very important in business, something you do not hear very often. Love for your team members and love for your community were two of the areas found the most significant. Apple says that having an attitude of servant leadership will get you very far in the professional world.

Buzz Freeman of Conway National Bank also shared some of his secrets to success. He answered the question "What do you think is the importance of CEO's interacting with front line employees?" He wanted us to understand that in any level of management everyone you come in contact with is valuable. Every single job counts and is necessary for the overall success of a business so treat your team members well every day.

Ted Fortenberry of WMBF News advised young professionals to take advantage of every opportunity as one that can better you for the future. He stated that when an

'Conversations With a CEO,' See Page 18

### gsSCENE Events

Register for these events at [gsSCENE.com](http://gsSCENE.com).

**March 2 • 5:30-7:30 p.m.**

**gsSCENE Social at Hooters**

**Location:** 3901 N. Kings Hwy., Myrtle Beach

**Cost:** \$5 per member; \$15 per guest

*Stop by for food, drinks and hot, hot wings!*

**March 9 • 7:45-9 a.m.**

**Morning Rush ... Networking Breakfast**

**Location:** BB&T Coastal Field

1251 21st Ave. N., Myrtle Beach

**Cost:** Free

*Learn a whole new way of networking.*

**April 5 • 8 a.m. OR 5:30 p.m.**

**gsSCENE All Access**

**Location:** Myrtle Beach Area Chamber of Commerce

Boardroom, 1200 N. Oak St., Myrtle Beach

**Cost:** Free

*Learn how to maximize the benefits of your gsSCENE membership.*

**April 7 • 5:30-7:30 p.m.**

**gsSCENE 3rd Anniversary Celebration**

**Location:** Island Vista, 6000 N. Ocean Blvd., Myrtle Beach

**Cost:** Free

*Three years and counting ... time to celebrate!*



# Business Bulletin

Members in the News

## Continuing Education

**Coldwell Banker Chicora Real Estate** announced that **Chuck Larson** has earned the Short Sale and Foreclosure Resource certification from the National Association of Realtors.

**Craig Dierksheide**, a Realtor at **Keller-Williams**, has earned the Harris Real Estate University Accredited Short Sale Designation.

## In the Spotlight

Local Realtor **Julie Blake Martel** with **Coldwell Banker Chicora Real Estate's Carolina Forest** office recently put Myrtle Beach real estate on the map through national TV. On Jan. 21, one of Martel's Myrtle Beach listings was featured on the real estate segment of the "Today" show. Host Barbara Corcoran of the Corcoran Group, a large real estate firm in New York, shows real estate around the country commenting on the locale and the homes for sale. Corcoran's comment was "everyone loves Myrtle Beach" as she showcased Martel's Edgecreek Drive listing.

## Applause, Applause

**Coldwell Banker Chicora Real Estate** has recognized **Julie Blake Martel** from the **Carolina Forest** office as the company's newest Senior Sales Associate. The Senior Sales Associate Program recognizes members who have achieved a high degree of sales success. The system of points required to achieve this prestigious title includes a minimum of five consecutive years experience with Coldwell Banker Chicora and a combination of gross commission income, professional designations and education.

The Hospitality Sales & Marketing Association International has selected **Scott Schult**, executive vice president of marketing for the **Myrtle Beach Area Convention and Visitors Bureau**, as one of the "Top 25 Most Extraordinary Minds in Sales and Marketing" for 2010. The eighth annual list recognizes the "best of the best" in the hospitality, travel and tourism industries.

## Happy Birthday

**Ocean Lakes Family Campground** is celebrating its 40th birthday during 2011.

## Inside Tracks

**Coldwell Banker Chicora Real Estate** announced that **Sandy Sanders** has joined The Lead Team as a full-time assistant.

**DSL Marketing** announces the appointment of **Bob Fill** as its vice president of New Media Strategies.

**Hard Rock Cafe Myrtle Beach** announced the following management changes: **Matt Reynolds**, who was part of the opening team at Hard Rock in 1995, and was formerly the assistant general manager, has been named general manager, **Keith Stamp**, formerly an operations manager, has been named assistant general manager, **Russ Vargo** has joined the team as an operations manager, and **Don Morris**, the former general manager, has relocated to Tennessee where he is now the general manager of the Nashville Hard Rock Cafe.

**Keller-Williams** announced the following new team members: **Epp** and **Dona Lee**, **Danny Baxley**, **Don Loving, Jr.**, **Glenda Strickland** and **Jennifer Jackson Miller**.

**RE/MAX Southern Shores** announced its newest addition to the team, **Don Holsclaw**.

## New Location

**USI Payroll**, formerly UniStaff Administrative Services Inc., announced its official name change, and the addition of a new Myrtle Beach location at 1293 Professional Dr., Ste. D. For more info, contact (843) 839-1272 or usipayroll.com.

## Renovations

**Aqua Beach Inn** will be the newest hotel in Myrtle Beach opening in April. Aqua Beach Inn (1301 Withers Dr.) will be a completely renovated and refurbished boutique hotel from its lobby – complete with nostalgic Myrtle Beach photographs – to its 60 guest rooms.

## Wheeling & Dealing

**SPM Resorts Inc.** was selected by La Costa Beach Club's homeowners' association to manage their 77-unit oceanfront timeshare resort located in Pompano Beach.

JANUARY  
2011

- 1) NY    4) SC  
2) NC    5) OH  
3) PA

Top Five States for  
Relocation  
Inquiries

# Hospitality Partnership

MBHospitality.org  
HospitalityPartnership.com

## Trio Dinner

**'Great food, great chefs for a great cause.'**



by Madeleine Winstead, manager of membership services, Myrtle Beach Area Hospitality Association

It is that time of the year when we need your support for the 2011 Trio Dinner. We are asking for you to consider purchasing tickets in support of the Myrtle Beach Area Hospitality Association.

Don't miss out on this wonderful evening bringing together the Grand Strand's best executive chefs and the students they mentor. Along with excellent fare and beverages, the event includes entertainment by the Coastal Carolina University's Jazz After Hours and After Hours Combo bands and a silent auction benefiting hospitality educational programming.

"The Trio Dinner is a world-class event – great food, great chefs for a great cause," said Chef Mike Ford, Vidalia's at the Sheraton Myrtle Beach Convention Center Hotel. "The event is such a wonderful opportunity for the chefs to showcase their culinary abilities and to work with the students, knowing that we're mentoring our future chefs."

This event is very important to the Grand Strand culinary arts programs as a portion of the proceeds of the event go to MBAHA scholarship funds directed at hospitality and culinary education. More than \$18,000 has been contributed to the MBAHA's educational endeavors since the program's inception.

Tickets are \$85 per person; \$160 per couple; \$600 table of eight; \$750 table of 10 (includes reserved seating and sponsor recognition on table). Sponsorship opportunities start at \$750. For more information, call (843) 626-9668 or visit [TrioDinner.org](http://TrioDinner.org).

Monday, April 4  
6:30 p.m.  
Sheraton Myrtle Beach  
Convention Center Hotel  
[TrioDinner.org](http://TrioDinner.org)



## 'Conversations With a CEO,' *Continued From Page 16*

opportunity presents itself you have to embrace it, even if it places you out of your comfort zone for the time being. You can always learn from these challenging experiences, and you should keep in mind that when one door closes, another will open.

Dennis Wade of the Jackson Companies highlighted a few points for success. The first point is to network with people you currently work with and those that you meet over time. As the old cliché goes "sometimes it's not what you know, it's who you know." Second, he encouraged taking on a leadership role within your community. The best way to do this is to find nonprofit organizations that interest you and volunteer on different boards or committees within that organization. This was great advice for personal and professional development.

Jeff Garner of the Greenberg Sports Group offered advice based on his experiences and discussed how when you are just starting out in your career and your boss gives you all the "grunt" work to complete, embrace those tasks and find ways to improve current procedures within your company. His advice for networking was to make a personal connection with people that you encounter. Garner expressed that it is not just the "here and now" that we should be focusing on, but we should think about the future and how to prepare for it.

Although each of the speakers had a common theme in their presentations, they all had different experiences and journeys to their accomplished success. This opportunity was very rewarding for the gsSCENE members, as well as, the executives, who learned about their community's young professionals.

### Mar 1

Ribbon Cutting  
The Center for Birds of Prey  
11 a.m.  
MyrtleBeachAreaChamber.com

North Strand Leadership Forum  
4-5:30 p.m.  
MyrtleBeachAreaChamber.com

### Mar 2

Excel Training – Level 1  
9 a.m.-4 p.m.  
ChamberAcademy.com

Ribbon Cutting  
Brown and Reaves Services  
10 a.m.  
MyrtleBeachAreaChamber.com

gsSCENE Social  
Hooters – Myrtle Beach  
5:30-7:30 p.m.  
gsSCENE.com

### Mar 5

Myrtle Beach Area ICE Awards  
6-10 p.m.  
MyrtleBeachICEAwards.com

### Mar 8

Myrtle Beach Ambassadors  
8 a.m.

Membership Committee  
9 a.m.

### Mar 9

gsSCENE  
Morning Rush ... Networking Breakfast  
7:45-9 a.m.  
gsSCENE.com

South Strand Ambassadors  
8 a.m.

### Mar 10

Business After Hours  
Holiday Inn Oceanfront at  
Surfside Beach  
4:15-7 p.m.  
MyrtleBeachAreaChamber.com

### Mar 12-20

Canadian-American Days  
GrandStrandEvents.com

### Mar 15

Excel Training – Level 1  
9 a.m.-4 p.m.  
ChamberAcademy.com

Finance Review Committee  
2 p.m.

Board of Directors  
3:30 p.m.

### Mar 16

U.S. Postal Service Barcode  
Training Update  
9-11 a.m.  
ChamberAcademy.com

### Mar 22

Advertising/Publicity Committee  
3 p.m.

### Mar 24

Central Myrtle Beach Leadership Forum  
4-5:30 p.m.  
MyrtleBeachAreaChamber.com

### Mar 25

Legislative Policy Council  
9 a.m.

### Mar 28

2011 South Carolina Hall of Fame  
Induction Ceremony  
10:30 a.m.

### Mar 29

Chamber Access  
9 a.m.  
ChamberAcademy.com

### Mar 30

South Strand Leadership Forum  
3:45-5:30 p.m.  
MyrtleBeachAreaChamber.com

### Mar 31

f.l.a.v.o.r.  
5-8:30 p.m.  
GrandStrandRestaurants.com

### Apr 5

Customer Relations & Revenues –  
Service Through Sales  
9 a.m.-2 p.m.  
ChamberAcademy.com

gsSCENE All Access  
8 a.m. or 5:30 p.m.  
gsSCENE.com

### Apr 6

Excel Training – Level 2  
9 a.m.-4 p.m.  
ChamberAcademy.com

### Apr 7

gsSCENE 3rd Anniversary Celebration  
5:30-7:30 p.m.  
gsSCENE.com

### Apr 12

Myrtle Beach Ambassadors  
8 a.m.  
Member-to-Member Business Expo  
5-8 p.m.  
MyrtleBeachAreaChamber.com

Business After Hours at  
Member-to-Member Business Expo  
5-8 p.m.  
MyrtleBeachAreaChamber.com

### Apr 13

South Strand Ambassadors  
8 a.m.

Membership Committee  
9 a.m.

Marketing Council  
3 p.m.

### Apr 14

Connections Marketplace  
Speed Networking  
7:30-9:15 a.m.  
MyrtleBeachAreaChamber.com

Leadership Grand Strand Alumni  
Association Spring Social  
5:30-7:30 p.m.  
LeadershipGrandStrand.com

Trio Dinner  
6:30 p.m.  
TrioDinner.org

### Apr 19

Finance Review Committee  
2 p.m.

Board of Directors  
3:30 p.m.

Behind the Scenes  
Myrtle Beach Fire & Rescue  
7:30-9:30 a.m.  
MyrtleBeachAreaChamber.com

### Apr 20

Excel Training – Level 2  
9 a.m.-4 p.m.  
ChamberAcademy.com

### Apr 26

Chamber Access  
3 p.m.  
ChamberAcademy.com

### Apr 28

Business After Hours  
Pier View Open Air Bar at 2nd Ave Pier  
4:15-7 p.m.  
MyrtleBeachAreaChamber.com

### Apr 29

Legislative Policy Council  
9 a.m.

### Apr 30

Beach Music Festival  
11 a.m.-10 p.m.  
GrandStrandEvents.com

For the most current meeting/event dates and times, go to [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com) and check out Events & Registration on the home page.

# Member Anniversaries

Congratulations to the following Myrtle Beach Area Chamber of Commerce members celebrating membership anniversaries in February.

## **31 Years**

Manpower

## **29 Years**

Waterway Hills Golf Club

## **28 Years**

Ocean Creek Resort

## **27 Years**

Covenant Towers

## **26 Years**

Law Offices of N. David  
DuRant & Associates, PA

## **25 Years**

The Carolina Opry  
Flamingo Grill

## **24 Years**

AAA Vacations

## **23 Years**

Dunes Village Resort  
Jeffcoat Law Firm, LLC  
Pawleys Plantation Golf &  
Country Club

## **21 Years**

First Citizens Bank - Myrtle Beach  
LITUS\* Properties  
Schooner II Beach & Racquet Club

## **20 Years**

Intracoastal Outreach/  
Grand Strand Ministries

## **18 Years**

Mercy Hospice and Palliative Care

## **17 Years**

Grand Strand Nissan, Inc.

## **16 Years**

Classic Swing Golf School, Inc.  
Grand Strand Optimist Club  
Legends In Concert

## **15 Years**

Info Quest, Inc.  
Innovative Hiring Technology  
(IHT)/Grand Strand, Inc.

## **14 Years**

Cracker Barrel Old Country Store, Inc.  
- Murrells Inlet

## **13 Years**

American Hospitality Academy  
BB&T - 76th Ave.  
Surfwater Promotions  
Drake H. Tilley, Sr.

## **12 Years**

Croissants Bistro & Bakery  
Frank & Son, Inc.-Hospitality  
Furniture, Furnishings, Refinishings  
Great American Steak & Buffet Co.  
InterDyn- Artis  
Murrells Inlet 2020, Inc.

## **11 Years**

Conway National Bank - Murrells Inlet  
First Church of Christ, Scientist  
The Printing Port - NMB  
Sparks Toyota  
Wells Fargo Home Mortgage

## **10 Years**

Horry County State Bank -  
4600 Hwy. 17 S. Bypass

## **9 Years**

Atlantic Heating & Cooling  
First Federal - Murrells Inlet

## **8 Years**

Carolina Center for Cosmetic &  
Restorative Dentistry  
South Carolina Bank and Trust, NA

Strand Storage Center - Little River  
United Chiropractic

## **7 Years**

Classic Home Building & Design, Inc.  
Discover Chiropractic  
Eagle Crest  
Thomas J. Rogers, Sr.  
Verizon Wireless

## **6 Years**

Creative Consultants Group, Inc.  
Inlet Affairs Banquet & Catering  
Jafra Cosmetics - Vicki Jacobs  
Tilghman Insurance of Myrtle Beach  
Waccamaw Animal Rescue Mission

## **4 Years**

Black Bear Golf Club  
Burning Ridge Golf Club  
Caribbean Resort Condominiums  
Emerald Lakes  
Founders Club at Pawleys Island  
IMAX 3D Theatre at  
Broadway at the Beach  
Indian Wells Golf Club  
Long Bay Resort Condominiums  
Ocean Reef Resort Condominiums  
Pronto Press Co.

## **3 Years**

D.R. Horton  
Direct Buy of Myrtle Beach  
Extra Holidays by Wyndham  
Plantation Storage at Carolina Forest  
Seaboard Signs & Engraving  
Turner, Padgett, Graham & Laney, PA  
Waccamaw Bank  
Waterbridge

## **2 Years**

Carolina Film Group  
Carolina Linen, LLC  
Econo Cleaning  
Inlet Dental Center, Inc.  
The Lowcountry Food Bank

**2 Years, Continued**

Myrtle Beach Republican Women  
Piedmont Companies, Inc.

**1 Year**

BRAVO! Event & Party Rentals  
Century 21 Thomas Beach Vacations  
Compassionate Care Hospice of South Carolina

Florence Convention & Visitors Bureau  
Flowers in the Forest, LLC  
The Grand 14 Cinemas  
Grand Strand Bar Supply, LLC  
Thoroughbreds Chophouse & Seafood Grille  
Tony McAfee State Farm Insurance  
University Suites at Coastal Carolina

**Meet your MBACC ambassadors**

*Christian Pigott*

Ambassadors are a group of dedicated volunteers from various businesses throughout the Grand Strand community. Their mission is to welcome current members and recruit new chamber members. Ambassadors serve as goodwill representatives at various chamber functions and aid in the support of members. This month, the Grand Strander took a moment to check in with Christian Pigott, an ambassador with the chamber for one year, to find out why he enjoys being an ambassador.

**Q. What prompted you to volunteer as a chamber ambassador?**

A. To have the privilege to meet my local business neighbors. I have enjoyed serving for my country and community for my whole life.

**Q. What do you like most about being a chamber ambassador?**

A. Meeting my business neighbors and being an asset to them as well as being an asset to the MBACC.

**Q. How has the investment of time as a chamber ambassador advanced your career or business?**

A. It has definitely made me a more recognizable person. I haven't produced any business through my chamber service as of yet.

**Q. What is your best advice for making the most of chamber membership?**

A. You get out of it what you put into it.

**Q. Give us your 30 second elevator speech about your business.**

A. I have the honor and privilege to educate and assist professionals in providing financial security for themselves, their families and their businesses.



**Christian Pigott**  
**Northwestern Mutual Financial Network**  
**Financial Representative**

How long have you been an ambassador? 1 year



We are gearing up for the 2011 Myrtle Beach MayFest presented by Family Circle and it promises to be another great year of exciting events that celebrate music, food and wine, our veterans, plus much more.

Make sure to check for all the latest updates, including how your business can participate as a vendor at the events and in the Memorial Day Weekend Parade, at GrandStrandEvents.com. MBACC members can save up to \$200 on vendor fees!



POSTMASTER: Send address changes to Membership Division Myrtle Beach Area Chamber of Commerce, P.O. Box 2115, Myrtle Beach, SC 29578-2115

PERIODICALS  
U.S. Postage  
PAID  
Myrtle Beach, SC 29578  
USPS 124-490

**Remember to pass along the Grand Strander to your colleagues and friends!**



**Grand Strander Credits** .....

**Kori Hippe**  
Member Communications Manager  
Kori.Hippe@VisitMyrtleBeach.com

**Diana Greene**  
Executive Vice President  
Membership Programs & Services

Grand Strander Issue 693 March 2011 (ISSN 124-490) is published 12 times a year by Myrtle Beach Area Chamber of Commerce, 1200 N. Oak St., Myrtle Beach, SC 29577. Periodical postage paid at Myrtle Beach, SC 29577. POSTMASTER: Send address changes to Membership Division, Myrtle Beach Area Chamber of Commerce, P.O. Box 2115, Myrtle Beach, SC 29578-2115

**Business Bulletin**  
Send updates by the 5th of each month for Business Bulletin to Kori.Hippe@VisitMyrtleBeach.com, fax – (843) 626-0009.

**Check us out on the Web**  
For more information about member benefits, upcoming events and business updates, visit us online at MyrtleBeachAreaChamber.com.

**Advertising Inquiries**  
Reach more than 2,000 business leaders by advertising in the Grand Strander. Scott Head, advertising sales manager (843) 916-7277 or Scott.Head@VisitMyrtleBeach.com

**Member Services**  
Area Code: (843)  
General Information: 626-7444  
Membership Sales: 916-7220 or 7234  
Advertising Sales: 916-7277  
Public Relations: 916-7218  
Marketing: 916-7262  
Research: 916-7217  
Festivals & Events: 916-7276  
Executive: 916-7296  
CVB-Group Sales: 916-7260  
gsSCENE: 916-7232  
Leadership Grand Strand: 916-7222  
Hospitality Partnership: 626-9668

**Grand Strander is printed by Inlet Printing Co.**