



The spending season

Deep Black Friday discounts lure Myrtle Beach-area shoppers into storefronts regionwide

BY JAY RODRIGUEZ
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MYRTLE BEACH — For people like Mary Madigan and her daughter Christie, it was a matter of tradition. “We do this every year,” said Mary of Fayetteville, N.C. on Black Friday at Coastal Grand Mall in Myrtle Beach. “We just love coming to the beach on Thanksgiving weekend and seeing what’s for sale.”

The two joined dozens of people lined up outside Coastal Grand Friday morning for sales on what has traditionally been known as the biggest shopping day of the year. But the perfect storm of the continued surge of online shopping combined with a worldwide pandemic and, literally, a rain storm flirting with the area at around 5:40 Friday morning, all contributed to the thinning of this year’s crowd.

“There’s definitely less people than there have been (in previous years),” Madigan said. “We just keep our distance and go about our way.”

Shoppers at stores like JC Penney and Belk at Coastal Grand were greeted with employees ensuring people were wearing masks before they entered. The parking areas near entrances of the big-box stores were noticeably thinner compared to previous years nearing the official opening of the mall at 6 a.m.

Lightning flashed shortly before 6 as unseasonably mild temperatures hovered in the mid- to upper-60s through most of the morning. The area received one last soaking of rain shortly after 6 a.m. that lasted about 20 minutes before clearing up.

Black Friday, traditionally, signified the time when retailers would go from in the “red” to in the “black,” but 2020 has been different. A shutdown of nonessential businesses earlier in the year coupled with Myrtle Beach being deemed a “hot spot” for the coronavirus around the Fourth of July nearly crippled businesses in what usually is a prime time at the beach.

“A lot of the retail has shifted online, if you look nation-



Lines formed at Tanger Outlets in Myrtle Beach.



Lines begin to form at Coastal Grand Mall in Myrtle Beach around 5:40 a.m.



Signs like this one outside Affordable Apparel at the Hammock Shops in Pawleys Island was the driving factor that lured shoppers into storefronts Friday.

ally,” said Rob Salvino, an economist with Coastal Carolina University. “Tech is the big winner of the pandemic as far as the economic wins and losses go, and that affects us, as well. More people here are not going into the stores and shopping and instead are buying online. That will continue through the holiday season, especially now since we have the uptick in COVID cases nationally, statewide and locally.”

“For me,” he said matter-

of-factly when asked who that was for. He snickered as he said, “Why? Is there anybody else?”

Palumbo, after encouragement from his wife, eventually put the grill back to price check the grill with online vendors.

“I’ve seen it all over Facebook, so I wanted to see what the hype was all about,” he said. “It looks like something we’ll get eventually.”

Discounted price points —

some as high as 80 percent off — were a driving force behind several shoppers.

“This is what got me,” said Cassidy Reeve pointing to the 80-percent-off sign outside Affordable Apparel at Hammock Shops in Pawleys Island. “I had to see what was discounted so much.”

Reeve was part of hundreds of people who enjoyed the upper-70s weather in the outdoor shopping area Friday afternoon.

Scott Denison brought his dog “Butch” to Woof Gang Bakery and Grooming, at the Hammock Shops Friday.

“I couldn’t do that to him,” Denison said when asked if the treats bought Friday was for Christmas. “He’d sniff right through the paper. This wouldn’t make a day under the tree.”

Traffic on U.S. 501 to turn on Seaboard Street toward big-box stores like Walmart, The Home Depot and those at Coastal Grand Mall, was backed up to the base of the Intracoastal Waterway bridge for most of the 1 o’clock hour.

At Tanger Outlets on U.S. 501, traffic was backed up to the base of the Intracoastal Waterway bridge for most of the 1 o’clock hour.

PHOTOGRAPHS BY JAY RODRIGUEZ/STAFF

COVID slows revolving door in retail

BY JAY RODRIGUEZ
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MYRTLE BEACH — Julie Yamtich opened her first Sparkles store — a young girls’ boutique — in April 2009 at Broadway at the Beach so she is familiar with the cycle of retail workers in Myrtle Beach.

“People are at the beach, they quit because they want a day off, especially the age range we hire,” said Yamtich, who opened her second Sparkles location at Tanger Outlets on U.S. 501. She said the age range she gets her employees from are typically high school- or college-aged girls. “But we’ve been able to retain our employees for a good amount of time.”

This year’s job market along the Grand Strand has been tumultuous, mainly because of COVID shutdowns. Ironically, retaining employees, like the 13 Yamtich employs at Sparkles, has been easier than in previous years, mainly because of the uncertainty of employees finding a new job in a COVID market.

“We’ve always had a lot of turnover just being in a beach area,” Yamtich said. “But what we’ve noticed is we’ve really been able to retain our employees that we have now. Every employee I have on staff now has been there at least a year. That’s unheard of in Myrtle Beach, for retail.”

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Speech pathologists help patients progress

BY JAY RODRIGUEZ
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PAWLEYS ISLAND — What if our main form of communication, our speech, was taken away by an illness or injury?

What happens if the pathway from the brain to what you say is suddenly interrupted?

That’s when Align Speech Therapy of Pawleys Island steps in. At Align Speech Therapy and Consulting, owner Amanda Barclay and her team helps people align what they think with what they say through the company’s “accessible, effective, and functional therapy services.”

“Communication and swallowing and cognition are things we take for granted until they are impacted and if you have a lesion to the brain, depending on what area of the brain is impacted, it’s going to potentially take away your ability to speak,” Barclay said. “And you’re going to have to relearn that and establishment the motor planning for your brain to send the message to your muscles to produce sound and to put words together and to think of words.”

Please see SPEECH, Page B3



Barclay

Chamber, visitors bureau to be Destination NMB

NORTH MYRTLE BEACH — The North Myrtle Beach Chamber of Commerce Convention and Visitors Bureau wants to simply be known as Destination NMB — a \$35,000 organizational rebrand for those who already do business with the entity.

Destination NMB has been working on the name change, which it says is to differentiate itself from neighboring communities and not distance itself from other chambers, since June.

“If you build a place where people want to visit, you build a place where people want to live,” said Mendel



JAY RODRIGUEZ

Bell, the board’s chairman. “If you build a place where people want to live, you build a place where people want to work. If you build a place where people want to work, you build a place where people want to be. If you build a place where businesses have to be, you build a place

where people have to visit... It’s part of the circle that’s going into our new name.”

The artwork for the new logo was developed by the Sarasota, Fla.-based Miles Partnership, Destination NMB’s agency of record. The logo, designed by Miles Partnership, uses a palmetto tree and crescent as the stem to the “N.”

The team at Miles Partnership worked with the marketing committee and a small work group to develop a logo that expresses the style and creates an impression about the organization. The new logo is called Carolina Classic and uses a font that



The North Myrtle Beach Chamber of Commerce’s new logo that encompasses the Convention and Visitors Bureau.

is timeless along with integrating the South Carolina Palmetto and crescent as part of the ‘N’ in NMB.

Please see CHAMBER, Page B3

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Deaths

Dr. Philip Brereton Bestic 1944-2020

Dr. Philip Brereton Bestic died November 20, a victim of rapacious pancreatic cancer which he had self-diagnosed three weeks before.

Born August 4, 1944 in Minneapolis, MN to Major General (USAF) John B. Bestic and Frances L. Powell, he was the middle of three sons. The "Real Dr. Phil," as labeled by a nurse colleague, practiced medicine—arguably his third career—in the Grand Strand for better than three decades.

Phil Bestic was an eclectic personality with a varied background. He was educated at Duke (BA/History), William & Mary (ABD grad work in History), Kansas University (PHD/Biochemistry) and the American University of the Caribbean (MD). His educational path was interrupted by four years in the Air Force, including one year in the Vietnam conflict engaged in special intelligence, leaving as a Captain. Subsequently he worked first as an environmental research chemist for Waste Management in Kansas City, and then as an Information Technology coordinator/programmer for Pioneer Financial Services. When his marriage ended in divorce, Phil decided to follow his childhood love, go to medical school and become a physician. He did so.

In his medical persona, Phil was board certified (and regularly recertified) in ER medicine (he trained and mentored rural ER doctors throughout the Carolinas), Internal Medicine and more recently Gerontology. He founded Beach Medicine, a family practice in Surfside Beach, which operated until June 2019.

Personally, Phil was an avid runner (100 miles per month)

until derailed by a hip replacement, which required him to become a devoted walker. He loved to fly general aviation aircraft, and at one point was a certified civilian flight instructor. Phil essentially liked to "fix things," people in the medical context, computers, automobiles, broken household items including plumbing, carpentry...virtually anything. Aside from medicine, Phil loved the beach, sailing-sail boats (not power "Stink Pots"), working with computers and learning new programming languages. He was utterly unmaterialistic and had a voracious thirst for knowledge, to the extent he had no television in his home because it might detract from learning.

He is survived by two brothers; John Bestic Jr of Pawleys Island and Jeff Bestic of Aspen, CP; two nephews, John Bestic 3rd of Las Vegas, NV and Edward Bestic of Alexandria, VA, and a niece, Laura Alvarey of Windhoek, Namibia; plus, three grandnephews and a grandniece.

Contributions in Phil's name can be made to the National Foundation for Cancer Research, Bethesda, MD.

A beach memorial ceremony will be held near Christmas, when other family members can travel to Pawleys Island.

Sign an online guestbook at www.goldfinchfuneralhome.com

Goldfinch Funeral Home, Beach Chapel is in charge of the arrangements.

Ila Pate Mitchum 1925-2020

Ila Mae Pate Mitchum, 95, widow of Duffin Carlisle Mitchum, passed away Saturday November 21, 2020 at Lake Moultrie Nursing Home in St. Stephen.

Born September 1, 1925 in

Bishopville, South Carolina, she was a daughter of the late James Clyde Pate and the late Eula Hancock Pate. Mrs. Mitchum was a member of Duncan Memorial United Methodist Church and also a long-time member of Eastern Star. She worked at Belk of Georgetown for over 18 years where she was the head of the children's department. Mrs. Mitchum was an excellent cook and enjoyed cooking for friends and family. She was well known for her pecan tarts. Mrs. Mitchum loved to shop, travel and fish. She and her husband went on many fishing trips together in their retirement. In her later years, Mrs. Mitchum enjoyed watching game shows and golf.

Surviving are two daughters, Susan Ila Mitchum Rollins and her husband Weldon of Georgetown, Debbie Mitchum Hough and her husband Isaac of Moncks Corner; one son, Duffin Carlisle "Mitch" Mitchum, Jr. and his wife Lynn, of Georgetown; four grandchildren, Duffin Mitchum of Georgetown, Jennie McClellan and her husband Palmer of McClellanville, Jim Rollins and his wife Melanie of Georgetown, and Joe Rollins of Georgetown; three great-grandchildren, Palmer McClellan, Henry McClellan, and Mary Ann Rollins; and a number of nieces and nephews.

In addition to her parents and husband, Mrs. Mitchum was predeceased by a sister, Christine Pack, and a brother, Richard Pate.

Online condolences may be sent to the family at www.grahamfuneralhome.org. Arrangements by Graham Funeral Home (843) 527-4419.

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Speech pathologists help patients progress

SPEECH, from B1

In undergraduate school, Barclay found a love for teaching, but knew she didn't want to get into education. She found a love for medicine, but didn't want to go to medical school.

She met someone who was in speech pathology and found a way to merge both of those loves into a career.

"I remember very clearly all of the initial patients that I worked with," Barclay said of her graduate school experience. "A young woman who suffered a brain injury after an ATV accident. A 70-year-old man who had a stroke and was non-verbal. Those patients just stuck with me so clearly and I found so much reward in helping those individuals regain the ability to remember their own personal information or to communicate with their family and their loved ones or their grandchildren. It was so meaningful that it has driven me on that career path."

Barclay has worked in the field of medical speech-language pathology for nearly 20 years. She and her two staff members, Alexis Magoto and Ann Kakuda, all have Certifications of Clinical Competence by the American Speech-Language-Hearing Association.

She had always dreamt of owning her own practice, becoming a reality in 2018.

"I always thought that things could be done differently," Barclay said. "When you work in hospital settings and when you're dealing with insurance, there's a lot of regulations and red tape that you have to go

through. I've always wanted to provide more person-centered care that is more individualized to the needs of the client that I'm working with."

One of those ideas came to fruition thanks to a grant Align was awarded through the Parkinson Voice Project. The grant was able to fund The LOUD Crowd, an extension of the SPEAK OUT! Therapy program Align already offered for people with Parkinson's Disease.

All of Align's SPEAK OUT! graduates are invited to transition to the LOUD Crowd after discharge. Barclay said it was something Align was able to do at no cost to participants and without billing insurance.

"I actually started the LOUD Crowd prior to receiving this grant," Barclay said. "The LOUD Crowd was developed to help them maintain and continue progress that they made in therapy."

She said sometimes when a client is discharged from services, everything falls to the wayside. With Parkinson's being a degenerative disease, a client could see digression within a month without therapy, Barclay said.

"This really helps them be successful and to continue what they've learned in therapy," Barclay said. "And it's fun and it's engaging, and during this time of COVID, I've been told many times by the participants that it helps them with a sense of normalcy... Many of these people were not leaving their home at all, not even for groceries, not for medical appointments, so it really helped them not feel so

socially isolated."

Align always offered online therapy, but its popularity didn't start growing until after April 30 of this year when Medicare started reimbursing for online therapy services.

That's when Barclay reignited her online services and gradually worked to a hybrid service where her staff would go back to the homes of clients, depending on the needs of the patient, their comfort level and the needs of the family.

Barclay said early intervention is key, and Align has the capacity to train families and to work with individuals who may have an early dementia diagnosis or mild cognitive impairment diagnosis. She said many typically wait to seek any type of services until they are really debilitated by that disease.

"As soon as you start noticing those little changes and the ability to think of words and the ability to remember information that is when you need to seek services because that is when you feel the capacity to learn and to learn strategies and to learn new routines and to empower yourself to delay the regression or even prevent severe regression from happening."

Barclay said families shouldn't always wait for a physician before they take action for a family member who could be experiencing early symptoms.

"Some physicians will follow a wait-and-see approach," Barclay said. "But I think it really is beneficial for people to seek services sooner than later because they could just be more successful and get a greater outcome."

North Myrtle Chamber, visitors bureau to be Destination NMB

CHAMBER, from B1

Destination NMB will be used for those who already do business with North Myrtle Beach, like businesses, and the chamber will still keep the Explore North Myrtle Beach — an external image for the community.

Mayor Marilyn Hatley of North Myrtle Beach said the new name and logo fits perfectly into what the city wants of its visitors — to bring them back multiple times a year.

"This is exciting for our community," Hatley said. "I think it's wonderful that we are taking the word destination and moving it into our logo. The North Myrtle Beach Chamber of Commerce is definitely our official organization for destination marketing in our community. And the logo, to me, fits perfect. It tells you who we are and what we are."

Cheryl Kilday, president and

CEO of Destination NMB, said a lot of work went into the name and logo, including what type of problems the organization helps mitigate or solve. She said the committee came up with: helping the community and visitors are aware of who they are; be a voice in the community for businesses; be a voice on policy matters; provide marketing guidance; coordinate networking opportunities and access for businesses; and education.

"Yes, we're still the chamber of commerce. Yes, we're still the (convention and visitors bureau)," Kilday said. "But we're Destination NMB to encompass both of those programs with a forward-looking name and new rebrand of how we present that with Destination NMB's logo."

Business licenses grow in North Myrtle Beach

The total number of busi-

ness licenses issued in North Myrtle Beach increased from 52 in October 2019 to 84 in October of this year.

The highest industry increase was in the contractor category, where there were only 12 in October 2019, and 33 in October this year.

The city did not respond to multiple requests for comment about the reason for the increase.

Of note

Peace Sotheby's International Realty opened a new North Myrtle Beach office in the Shops on Main.

Peace Sotheby's International Realty has an office in Pawleys Island and offers a complete suite of real estate services.

Know of a business opening or closing? Email me at jrodriguez@postandcourier.com or call 843-834-0419.

JANRIC CLASSIC SUDOKU

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column and 3x3 block. Use logic and process elimination to solve the puzzle. The difficulty level ranges from Bronze (easiest) to Silver to Gold (hardest).

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		9		1				2
6		5	2		8			1
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Rating: GOLD

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7	3	5	1	9	6	2	4	8
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- **IFB #20-095, Repair Storm Damage to Garden City Beach Walk-Over No 43**
- **IFB #20-100, Pick-Up and Recycling of Waste Tires**

Georgetown County offices will be closed on December 24 - 28, in observance of Christmas.

Details and bid documents may be downloaded free of charge from the County's Vendor Registry™ website at <http://www.georgetowncountysc.org/purchasing/default.html> or call us at (843)545-3083 for additional information by phone.

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