

FOR IMMEDIATE RELEASE

**Greater Orlando Builders Association Major Achievement Awards Ceremony –
The Majors Have Gone Country!**

MAITLAND, FL (September 12, 2014) – The Greater Orlando Builders Association held its annual Sales, Marketing and Design Awards Ceremony (Major Achievement Awards) at the Barn in Sanford, Florida. After months of planning, the Country themed event (Gone Country), took place with over 300 eager Sales, Marketing and Construction professionals. The highly anticipated, annual event showcased the sales and marketing efforts of the best of the best in the home building industry. Congratulations to the following winners:

Advertising / Promotion Categories

Best Logo

Production Home Builder - Ryland Homes
Associate Member - BOOM Marketing & Events, Firetainment
Home Remodeler - Farina & Sons Inc.
Custom Home Builder - Zoltan Construction LLC

Best Collateral Package

Production Home Builder - Richmond American Homes, Ultimate Moving Pack
Production Home Builder - Mattamy Homes, Come Home to Gracious Family Living, Millennia Park

Best Direct Mail

Production Home Builder - Ashton Woods Homes, Last Chance To Call Copley Square Home

Best Print Ad

Production Home Builder - Park Square Homes, Edgewater at Bella Lago, New Home Guide Magazine
Custom Home Builder - Zoltan Construction LLC, Custom Homes & Renovations, Winter Park Home Magazine 2014
Home Remodeler - Farina & Sons Inc., Outdoor Living Addition, Orange Appeal

Best Billboard

Production Home Builder - AV Homes, Boat Optional. Sunsets Standard.

Best e-Newsletter

Production Home Builder - AV Homes, Vitalia Voices, Summer 2014

Best e-Mail Campaign

Production Home Builder - AV Homes, Excitement at Solivita

Best Social Media Program

Production Home Builder - AV Homes, Solivita
Custom Home Builder - Phil Kean Design Group

Best On-Line Ad

Production Home Builder - Ryland Homes, You're Already Home

Best Web Site

Production Home Builder - Park Square Homes, www.parksquarehomes.com
Associate Member - BOOM Marketing & Events, www.baldwinparkevents.com
Custom Home Builder - Phil Kean Design Group, www.PhilKeanDesignGroup.com
Home Remodeler - Farina & Sons Inc., www.farinaandsons.com

Best New Homes Magazine/Publication

Consumer Resource - Florida Home Media
REALTOR Resource - Florida Home Media

Best Campaign

Production Home Builder - AV Homes, Solivita Grand Opening

Best REALTOR® Promotion

Production Home Builder - Ashton Woods Homes, REALTOR Rewards Program

Best Promotion

Production Home Builder - Taylor Morrison, Grand Opening Event Overlook at Hamlin

Design Categories

Best Model Merchandising

Under \$25 / square foot - Taylor Morrison, Treviso

Over \$25 / square foot - Toll Brothers, Casabella
Designer Member - Masterpiece Design Group, Venezia

Best Design Center

Ashton Woods Homes

Best Interior Design

Phil Kean Design Group, Villa dei Gemelli

Individual Achievement Categories

"Rookie" Sales Person of the Year - Courtney Doyle

Sales Person of the Year - Misty Hinson

Sales and Marketing Coordinator/Assistant of the Year - Ilana Mann

Internet Sales/Marketing Coordinator of the Year - Amy Steiger

Sales Manager / Director of the Year - Michelle Pearsall

Title Insurance Sales Person of the Year - Deborah Dudley

Mortgage Originator of the Year

Employed by a Retail Lender - Sandi Arbolino

Employed by a Builder - Sharyl Hierholzer

Insurance Sales Person of the Year - Michelle Delaney

Golden Hammer Award

Marty Hathaway

Joe Locastro

Al Blue

Lawrence Kriegsman

Ron Ring

Mike Worley

Bob Knaresboro

Derrick Sarosi

Shining Star Award

Corinne Detruit

Laura Wade

Scarlle Cardona

Christy Robinson

Cindy Adams

Bev Norris

Marcia Jenkins

REALTOR® Partner Award

Mariana Soucre

Allan Kardosh

Brad Grosberg with WayCool Real Estate

Million Dollar Circle Award Winners

Silver

Helen Acey, D.R. Horton

Jesus Alvarez, D.R. Horton

Joelle Austin, Park Square Homes

Richie Bandolik, Beazer Homes

Michelle Bethea, Taylor Morrison

David Biffar, David Weekley Homes

Marilyn Bojanowski, Taylor Morrison

Amel Bushaala, Park Square Homes

Ariane Cardenas, Beazer Homes

Fabian Chiriboga, D.R. Horton

Didi Clinton, Beazer Homes

Cathy Coverini, D.R. Horton

Lindsey Doherty, David Weekley Homes

Courtney Doyle, Beazer Homes

Megan Duncan, Taylor Morrison

Shawn Finnimore, Beazer Homes

Matt Gibbons, Mattamy Homes

Sally Harrop, Meritage Homes

Martin Hodson, Ashton Woods Homes

Derek Holloway, Ryland Homes
Heather Hutchison, Meritage Homes
David Jacobs, David Weekley Homes
David Keim, D.R. Horton
Karen Lang, Beazer Homes
Bobby Livera, David Weekley Homes
Veronica Maurovich, Beazer Homes
Michael McCrary, D.R. Horton
Melanie Molczyk, Meritage Homes
Kyle Overstreet, Ryland Homes
Sandra Padin, Ryland Homes
Carol Robinson, D.R. Horton
Jena Sangiorgio, Beazer Homes
Edie Smith, Beazer Homes
Jennifer Smith, Ryland Homes
Yolanda Soto, D.R. Horton Inc.
Carley Spangler, D.R. Horton Inc.
Trina Van Till Trott, Meritage Homes
Kevin Via, D.R. Horton Inc.
Linda Via, Mattamy Homes
Mario Villalobos, Taylor Morrison
Karen Zimmerman, Beazer Homes

Gold

William Arce, Ryland Homes
Kim Batchellor, David Weekley Homes
Mary Jo Beasley, D.R. Horton Inc.
Caroline Beck, David Weekley Homes
Curtis Boyer, Ashton Woods Homes
Suzan Burks-Sztelle, D.R. Horton
Juan Carlos, Park Square Homes
Marilyn Cassel, D.R. Horton
Elena Castro, Beazer Homes
Connie Collier, Meritage Homes
Moracy Does, Meritage Homes
John Elkins, D.R. Horton
Gustavo Fernandes, D.R. Horton
Sudesh Ganesh, David Weekley Homes
Marysue Hartman, D.R. Horton
Kathy Hereford, David Weekley Homes
Heather Hupp, Park Square Homes
Lionel Jacquemond, Park Square Homes
Jennifer Jeffreys, David Weekley Homes
Dana Jones, D.R. Horton
Kimberly Kapraun, D.R. Horton
Luis Marrero, Taylor Morrison
Valerie McClary, David Weekley Homes
Carmen Muratti, Beazer Homes
Edward Nix, D.R. Horton
Jim Palmer, Meritage Homes
Eric Paramo, D.R. Horton
Mike Pasayan, Taylor Morrison
Ali Paymayesh, Meritage Homes
Lisa Poirier, Park Square Homes
Kristi Quick, David Weekley Homes
Allie Raposo, Ashton Woods Homes
Ricky Raymond, D.R. Horton Inc.
Amy Redditt, Taylor Morrison
Milagros Rivera, D.R. Horton Inc.
Eddie Rodriguez, Meritage Homes
Daniel Roeck, David Weekley Homes

Martha Schiffer, Meritage Homes
Saribelle Setien, Meritage Homes
Teresa Valdes, Ryland Homes
Shelley West, Ryland Homes
Steve Wilson, D.R. Horton Inc.
Jean Wyman, Taylor Morrison
Team of Lynda Stephens, Sharon Walisky, George Weiss of Toll Brothers, Inc.

Platinum

Luis Abreu, D.R. Horton
Gretta Akellino, Ryland Homes
Troy Alexander, Meritage Homes
Kim Allsup, Beazer Homes
Sanya Avazpour, Ashton Woods Homes
Jessica Brigantti, Meritage Homes
Patricia Castillo, Mattamy Homes
Allison Dunley, Meritage Homes
Kirsten Fisher, Taylor Morrison
Nelson Garcia, D.R. Horton Inc.
Adam Geluso, D.R. Horton Inc.
Lori Gilmore, Ryland Homes
Christine Grodzki, Ryland Homes
Jessica Grogan, Meritage Homes
Tammy Hathaway, D.R. Horton Inc.
Misty Hinson, Ryland Homes
Terry Jalbert, Beazer Homes
Karin Jimenez, Taylor Morrison
Kim Johnston, Park Square Homes
Patricia Kirkwood, D.R. Horton
Jess Larson, Taylor Morrison
Dale Miller, Meritage Homes
Pasquale Natale, Meritage Homes
Cynthia Payton, D.R. Horton Inc.
Jose Perez, Park Square Homes
Denise Rapp, Mattamy Homes
Twiggy Reyes, Mattamy Homes
Maria Richardson, Ashton Woods Homes
Candice Roberts, Meritage Homes
Aramis Rodriguez, Beazer Homes
Heather Schoenherr, Taylor Morrison
Lisa Silva, Park Square Homes
Anand Sobhraj, Meritage Homes
John Sparrell, Meritage Homes
Thomas Temmel, Meritage Homes
Jarrett Townsend, Meritage Homes
Pete Valdez, Ashton Woods Homes
Melissa Valley, Mattamy Homes
Carolyn Vanderzyden, Ashton Woods Homes
Steve Wolfrey, Ryland Homes
Team of Denise Rapp, Twiggy Reyes, Melissa Valley of Mattamy Homes

Major Award Winners

Major Advertising / Promotions Award - AV Homes
Major Individual Achievement Award - Michelle Pearsall, Taylor Morrison
Top Producer - Jessica Brigantti, Meritage Homes
2014 Sales and Marketing Council Member of the Year - Deborah Dudley

Each entry was judged on its own merits by a distinguished panel of highly qualified out-of-town judges, selected by the Major Achievement Awards Committee for their experience in new home marketing and related fields. Products or communities built or marketed in Central Florida by Greater Orlando Builders Association members between August 1, 2013 and July 31, 2014 were eligible.

The Greater Orlando Builders Association introduced the Major Achievement Awards (formerly MAME) in 1983. Every year industry

professionals and companies use these Sales, Marketing and Design awards as a springboard to reach the next level. Over time, hundreds of award recipients have gone on to receive further recognition on the state and national level. Participating in the Major Achievement Awards is an excellent opportunity to reach the best of the best in the Central Florida building industry.

Thank you to the following sponsors that made this event possible:

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Masterpiece Design Group
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The Orlando Sentinel
Toll Brothers Inc

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Ashton Woods Homes
Beazer Homes
David Weekley Homes
Meritage Homes
Park Square Homes
Ryland Homes
Taylor Morrison
Toll Brothers, Inc.

ABOUT THE GOBA: Established in 1953, the Greater Orlando Builders Association (GOBA) is a professional trade organization comprised of approximately six-hundred member businesses throughout Orange, Osceola and Seminole Counties. The GOBA provides legislative advocacy on behalf of its members and presents continuing education programs, services and networking events. The Mid-Florida Home Builders Foundation, the charitable arm of the GOBA, is dedicated to raising funds for organizations that help children and families in need and is responsible for donations of over \$1 million to youth-related charities across Central Florida. Visit the GOBA on the web at www.GreaterOrlandoBA.com.