

FOR IMMEDIATE RELEASE

## Greater Orlando Builders Association Major Achievement Awards Ceremony

ORLANDO, FL (September 19, 2015) – The Greater Orlando Builders Association held its annual Sales, Marketing and Design Awards Ceremony (Major Achievement Awards) at the DoubleTree Hotel in Downtown Orlando, Florida. After months of planning, the *Mad Men* themed event, took place with over 350 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 - Ashton Woods  
Developer - Lake Nona / Tavistock Development Company

#### **Best Collateral Package**

Production Home Builder - Park Square Homes, Residences at Dellagio

#### **Best Direct Mail**

Production Home Builder - Taylor Morrison, Invest in your future. Not someone else's.

#### **Best Print Ad**

Production Home Builder - Ashton Woods, Inspired Design. Inspired Living.  
Developer - Lake Nona / Tavistock Development Company, Inspiring People. Happening Now.

#### **Best Billboard**

Production Home Builder - Ryland Homes, Eagle Bay

#### **Best e-Newsletter**

Production Home Builder - Ryland Homes  
Developer - Lake Nona / Tavistock Development Company, NONA NEWS  
Associate Member - Florida Home Media, Homebuyer XTRA!

#### **Best e-Mail Campaign**

Production Home Builder - Park Square Homes, Residences at Dellagio  
Developer - AV Homes, Do you have this much fun where you live?

#### **Best Social Media Program**

Production Home Builder - Beazer Homes  
Developer - Lake Nona / Tavistock Development Company  
Custom Home Builder - Phil Kean Design Group

#### **Best On-Line Ad**

Production Home Builder - Meritage Homes, More Kitchen / Less Dough Sales Event  
Developer - AV Homes, Your Official Solivita Central Florida Forecast

#### **Best Web Site**

Production Home Builder - Ashton Woods, [www.ashtonwoods.com](http://www.ashtonwoods.com)  
Custom Home Builder - Phil Kean Design Group, [www.PhilKeanDesigns.com](http://www.PhilKeanDesigns.com)  
Home Remodeler - Jonathan McGrath Construction LLC, [www.jonathanmcgrathconstruction.com](http://www.jonathanmcgrathconstruction.com)  
Associate Member - Florida Home Media, [www.TheFloridaHomebuyer.com](http://www.TheFloridaHomebuyer.com)

#### **Best New Homes Magazine/Publication**

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

#### **Best Campaign**

Production Home Builder - Ashton Woods, This Summer, Celebrate the Great Outdoors

#### **Best REALTOR® Promotion**

Production Home Builder - Ashton Woods, REALTOR Rewards Program

#### **Best Promotion**

Production Home Builder - Meritage Homes, Livin' The Outdoor Dream Sales Event  
Associate Member - Florida Home Media, BuilderPalooza

### Individual Achievement Categories

"Rookie" Sales Person of the Year  
**TINA BIRCHER - MERITAGE HOMES**

Sales Coordinator/Assistant of the Year  
**CAROLYN JHURILAL - PARK SQUARE HOMES**

Internet Sales/Marketing Coordinator of the Year  
**REBECCA SWANSON - MATTAMY HOMES**

Sales Manager / Director of the Year  
**JACK LAZINSK - RICHMOND AMERICAN HOMES**

Design Counselor of the Year  
**JENNIFER MASCIOLI - RICHMOND AMERICAN HOMES**

Construction-Sales Team of the Year  
**MICHAEL CARVER AND PATTY RIVERA - PARK SQUARE HOMES**

Marketing Coordinator/Assistant of the Year  
**YURI SOSA - PARK SQUARE HOMES**

Marketing Manager/Director of the Year  
**KELLY THOMAS -MATTAMY HOMES**

Title Insurance Sales Person of the Year  
**EMPLOYED BY A RETAIL TITLE COMPANY -DEBORAH DUDLEY, FIRST AMERICAN TITLE INSURANCE COMPANY**  
**EMPLOYED BY A BUILDER -PAMELA MCLANE, RYLAND HOMES**

Mortgage Originator of the Year  
**EMPLOYED BY A RETAIL LENDER -SANDI ARBOLINO, SECURITYNATIONAL MORTGAGE COMPANY**  
**EMPLOYED BY A BUILDER -ERICK ELSON, RYLAND HOMES**

Insurance Sales Person of the Year  
**MICHELLE DELANEY - LRA INSURANCE**

#### **Golden Hammer Award**

Thomas Wry - honored by Jonathan McGrath Construction LLC  
Crystal Fabbiani - honored by Meritage Homes  
Jen Jerman - honored by Meritage Homes  
Eddie Daubert - honored by Ryland Homes  
Derrick Sarosi - honored by Richmond American Homes  
Glenn Kirwin - honored by Mattamy Homes  
Jerry Johnson - honored by Beazer Homes  
Gus Ramirez - honored by AV Homes  
Kevin Corcoran - honored by Taylor Morrison

#### **Shining Star Award**

Taylor Bang - Taylor Morrison  
Judy Combs - Park Square Homes  
Carolyn Jhurilal - Park Square Homes  
Dorothy Knox - Ryland Homes  
Hector Lopez - AV Homes  
Chandra McCarthy - Beazer Homes  
Casey Mcguire - Park Square Homes  
Stacey Richard - Royal Oak Homes  
Thomas Shetler - Mattamy Homes  
Sheila Williams - Mattamy Homes

REALTOR® Partner Award  
Victor Pacheco - honored by Meritage Homes  
Bertrand Bouchenot - honored by Park Square Homes

Susana Wong - honored by AV Homes

Design Categories

**Best Model Merchandising**

Builder Member - Single Family, Under \$700K, Mattamy Homes, Watermark  
Builder Member - Single Family, \$700 - 900K, Meritage Homes, Watermark  
Builder Member - Single Family, Over \$900K, Meritage Homes, Granada  
Builder Member - Multi Family, Mattamy Homes, Castlefield  
Designer Member - Single Family, Masterpiece Design Group, Casa Elegante  
Designer Member - Multi Family, Rhett Alexander LLC, Marvel

Best Design Center  
**MATTAMY HOMES**

**Best Interior Design**

Builder Member - Phil Kean Design Group, Rinzler Project  
Designer Member - Single Family, Masterpiece Design Group, Luxury Vacation Villa  
Designer Member - Multi Family, Tina Marie Interior Design, Penthouse

Major Awards

**Top Producer**

Dollar Volume - Karin Jimenez, Taylor Morrison, \$23,561,144  
Units - Ernesto Vega, KB Home, 87

**2016 Sales and Marketing Council Member of the Year**

Theresa Swanson - Florida Home Media

**Sales Person of the Year**

Tom Temmel - Meritage Homes

**Million Dollar Circle Awards**

**Silver**

Larry Aiello, Royal Oak Homes  
Tanner Allred, Meritage Homes  
Jessica Almirall, Standard Pacific Homes  
Carmen Arbizu, Royal Oak Homes  
Mary Jo Beasley, Park Square Homes  
Mike Bierly, Richmond American Homes  
Tina Bircher, Meritage Homes  
Susan Bladree, DR Horton  
Wendee Burnette, Standard Pacific Homes  
Karen Burk, Ashton Woods  
April Carpenter, Meritage Homes  
Elena Castro, Taylor Morrison  
Deborah Chaparro, Beazer Homes  
Cory Charles, Taylor Morrison  
Charity Cloutier, Mattamy Homes  
Lisa Crews, KB Home  
Steffanie Cupini, Park Square Homes  
Ricson De Chavez, DR Horton  
Frances Doby, Taylor Morrison  
Janna Dombrowski, Ashton Woods  
Allison Faber, Royal Oak Homes  
Al Fuhrmann, Park Square Homes  
Tish Fuhrmann, Meritage Homes  
Nelson Garcia, Royal Oak Homes  
Mercy Gomez, KB Home  
Nathalie Green, Royal Oak Homes  
Jeff Greenberg, Park Square Homes  
Jessica Grogan, Meritage Homes  
Sally Harrop, Meritage Homes  
Scot Hartwell, Beazer Homes

Kristen Haysley, Taylor Morrison  
John Helenthal, DR Horton  
Tony Hernandez, Taylor Morrison  
Sharod Kelley, Richmond American Homes  
Lionel Jacquemond, Park Square Homes  
Jess Larson, DR Horton  
Teri Lauda, Taylor Morrison  
Michael Leo, Royal Oak Homes  
Hector Lopez, AV Homes  
Fernando Mainardi, Meritage Homes  
Ann Marie Meyers, DR Horton  
Rita McGuire, Royal Oak Homes  
Monty Montijo, Richmond American Homes  
Denise Nacorda, Standard Pacific Homes  
Joan Nagle, KB Home  
Pasquale Natale, Meritage Homes  
Lisa Oaks, Richmond American Homes  
Maria Padron, Standard Pacific Homes  
Cathy Plaster, KB Home  
Patty Rivera, Park Square Homes  
David Rodriguez, Beazer Homes  
Cary Romer, Standard Pacific Homes  
Marixa Roque, DR Horton  
Jena Sangiorgio, Taylor Morrison  
Saribelle Setien, Meritage Homes  
Yolanda Soto-Rosado, Royal Oak Homes  
Jenna Thornhill, Park Square Homes  
Maggie Urgelles, DR Horton  
Pedro Valdes, DR Horton  
Trina Van Till Trott, Meritage Homes  
Kevin Via, DR Horton  
Team of David Rodriguez and Deborah Chaparro, Beazer Homes  
Team Scot Hartwell and Veronica Maurovich, Beazer Homes

### **Million Dollar Circle Awards**

#### **Gold**

Troy Alexander, Meritage Homes  
Les Anderson, Park Square Homes  
Trina Bailey, AV Homes  
Sam Barnes, AV Homes  
Sarah Bouton, Ryland Homes  
Teri Boyer, Mattamy Homes  
Jessica Brigantti, Meritage Homes  
Suzan Burks-Sztelle, DR Horton  
Amel Bushaala, Park Square Homes  
Ramune Butcher, Ashton Woods  
Nubia Carol, DR Horton  
Patricia Castillo, Mattamy Homes  
Fabian Chiriboga, DR Horton  
Connie Collier, Meritage Homes  
Dana Dantona, DR Horton  
Moracy Dores, Meritage Homes  
Allison Dunley, Meritage Homes  
Carlos Echeverry, DR Horton  
Gustavo Fernandes, DR Horton  
Joey Francavilla, KB Home  
Juan Carlos Garcia, Park Square Homes  
Adam Geluso, DR Horton  
Maria Gonzalez, Royal Oak Homes  
Christine Grodzki, Ryland Homes  
Polly Heard, Meritage Homes  
Cali Howell, Ashton Woods

Heather Hupp, Park Square Homes  
Larisa Jackson, Royal Oak Homes  
Dana Jones, DR Horton  
Kimberly Kapraun, DR Horton  
Shirley Kennedy, DR Horton  
Karen Lang, Standard Pacific Homes  
Luis Marrero, Taylor Morrison  
Veronica Maurovich, Beazer Homes  
Melanie Molczyk, Meritage Homes  
Bruce Nelson, Ryland Homes  
Edward Nix, DR Horton  
Kyle Overstreet, Ryland Homes  
Sandra Padin, Ryland Homes  
Jim Palmer, Meritage Homes  
Sheila Palmer, Standard Pacific Homes  
Michael Pasayan, Taylor Morrison  
Jose Perez, Park Square Homes  
Allie Raposo, Ashton Woods  
Kristina Rashedi, Ashton Woods  
Maria Richardson, Ashton Woods  
David Rodriguez, Royal Oak Homes  
Eddie Rodriguez, Meritage Homes  
Madeline Rosado, KB Home  
Larissa Semilio, Meritage Homes  
Anne Silvestri, Taylor Morrison  
Anand Sobhraj, Meritage Homes  
Carley Spangler, DR Horton  
Stephen Theall, DR Horton  
Jarrett Townsend, Meritage Homes  
Carolyn Vanderzyden, Ashton Woods  
Farith Velez, Ryland Homes  
Shawn Walters, Meritage Homes  
Noel Wehrle, Mattamy Homes  
Dana Wheaton, Beazer Homes  
Scott Whidden, AV Homes  
Lisa Wojciechowski, Taylor Morrison  
Kay Wright, Taylor Morrison  
Team of Ariane Cardenas and Courtney Doyle, Beazer Homes  
Team of Tatiana Espitia and Didi Clinton, Beazer Homes  
Team of Richie Fortunato and Dana Wheaton, Beazer Homes

**Million Dollar Circle Awards  
Platinum**

Luis Abreu, DR Horton  
Gretta Akellino, Ryland Homes  
William Arce, Ryland Homes  
Joelle Austin, Park Square Homes  
Sanya Avazpour, Ashton Woods  
Hilton Ayala, AV Homes  
Michelle Bethea, Taylor Morrison  
Marilyn Bojanowski, Taylor Morrison  
Becky Buoncervello, AV Homes  
Ariane Cardenas, Beazer Homes  
Didi Clinton, Beazer Homes  
Camille Cloutier, Mattamy Homes  
Howard Daniels, Ryland Homes  
Debbie DiCintio, AV Homes  
Carmen Dombrowski, Standard Pacific Homes  
Courtney Doyle, Beazer Homes  
Andrew Durbeej, KB Home  
Tatiana Espitia, Beazer Homes

Richie Fortunato, Beazer Homes  
Rich Foutz, Ashton Woods  
Lori Gilmore, Ryland Homes  
Wendy Gregory, Mattamy Homes  
Nicole Harvey, Standard Pacific Homes  
Misty Hinson, Ryland Homes  
Derek Holloway, Ryland Homes  
David Jackson, Royal Oak Homes  
Karin Jimenez, Taylor Morrison  
David Keim, DR Horton  
Cherie Kennell, Standard Pacific Homes  
Patricia Kirkwood, DR Horton  
Jim Makarowski, AV Homes  
Barbara Mascioli, KB Home  
Dale Miller, Meritage Homes  
Tamika Mills, Standard Pacific Homes  
Carmen Muratti, Beazer Homes  
Bonnie Murdock, AV Homes  
Olga Ortega, Royal Oak Homes  
Karen Ott, Royal Oak Homes  
Eric Paramo, DR Horton  
Cari Patterson, AV Homes  
Ali Paymayesh, Meritage Homes  
Cynthia Payton, DR Horton  
Lisa Porier, Park Square Homes  
Tracy Reid-Thompson, AV Homes  
Twiggy Reyes, Mattamy Homes  
Luis Rivera, Royal Oak Homes  
Milagros Rivera, DR Horton  
Rafael Rivera Jr, DR Horton  
Candice Roberts, Meritage Homes  
Aramis Rodriguez, Beazer Homes  
Angel Ruiz, DR Horton  
Nichola Selby, Royal Oak Homes  
Lisa Silva, Park Square Homes  
Jennifer Smith, Ryland Homes  
John Sparrell, Meritage Homes  
Thomas Temmel, Meritage Homes  
Teresa Valdes, Ryland Homes  
Pete Valdez, Ashton Woods  
Melissa Valley, Mattamy Homes  
Gregory Vanbuskirk, Standard Pacific Homes  
Ernesto Vega, KB Home  
Linda Via, Mattamy Homes  
Shelley West, Ryland Homes  
Steve Wilson, DR Horton  
Jean Wyman, Standard Pacific Homes  
TR Wyman, AV Homes  
Team of Aramis Rodriguez and Carmen Muratti, Beazer Homes

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, 2014 and July 31, 2015 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:**

**Presenting Sponsor:**  
Florida Home Media

**VIP Sponsors:**

Mattamy Homes  
Meritage Homes  
Taylor Morrison

**Wine Sponsor:**

KNCH LLP.

**Diamond Sponsors:**

Builders Update  
Century Link  
Duke Energy  
Fast Signs Apopka/Altamonte Springs  
First American Title Insurance Company  
Florida Home Media  
Randy Suggs, Inc  
The Orlando Sentinel  
Trustco Bank

**Silver Sponsors:**

AV Homes  
The Education Guide  
Grey Street Studios  
Keesee and Associates  
Masterpiece Design Group  
Richmond American Homes  
Security National Mortgage Company

**Bronze**

Atlantic Coast Bank  
BBVA Compass

**Friends:**

A V Homes  
Ashton Woods Homes  
Beazer Homes  
DR Horton, Mattamy Homes  
Meritage Homes  
Royal Oak Homes  
Standard Pacific Homes  
Taylor Morrison  
Ryland Homes

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](http://www.GreaterOrlandoBA.com).