



PORTAGE & SUMMIT COUNTIES

FOR IMMEDIATE RELEASE

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**18th Annual MAME Awards - "Survivor: Outwit, Outplay,
Outsell"**

AKRON—The 18th annual Sales & Marketing Council's (SMC) **2009 Marketing & Merchandising Excellence Awards (MAME)** was held on February 18 at the Hilton Akron/Fairlawn. The SMC is a council within The Home Builders Association serving Portage & Summit Counties.

The MAME Awards are designed to recognize the best and the brightest for excellence in sales and marketing within the new home industry of Portage & Summit Counties. This prestigious award is presented to those who have made significant achievements and creative contributions in residential marketing through outstanding sales and marketing achievements for 2009. Each entry is reviewed by a distinguished panel of judges, selected for their expertise in the new home and marketing field. Awards are given for Marketing and Individual Achievement (see *attached list for categories/winners*).

Nearly 200 Builders, Realtors and other HBA/SMC members were on hand to enjoy the festivities and over 50 entries were received.

Sponsors were First Place Bank and Akron Beacon Journal/Ohio.com and the Master of Ceremonies was Matt Fox of HGTV's Room by Room.

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The Sales and Marketing Council (SMC) exists within the HBA serving Portage & Summit Counties to:
Educate and improve the sales and marketing skills of member builders, Realtors, on-site sales

*representatives and industry support members and to develop professionalism in
new home
sales through education and networking*

2009 Marketing Awards

- Corporate Logo Design of the Year - Builder - **Crasi Co.**
- Newsletter of the Year - electronic - **Wayne Homes**
- Direct Mail Piece of the Year - Builder - **Wayne Homes**
- Black and White Ad of the Year - Builder - **Wayne Homes**
- Color Ad of the Year - Associate - **Beacon Journal/Ohio.com**
- Color Ad of the Year - Builder - **Wayne Homes**
- Radio Ad of the Year - Builder - **Wayne Homes**
- TV/Video Ad of the Year - Builder - **Wayne Homes**
- Billboard of the Year - Builder - **Wayne Homes**
- Website of the Year - Associate - **Naragon Companies**
- Website of the Year - Builder - **Franklin & Associates**
- Charitable/Community Event of the Year - Builder - **Wayne Homes for the Chili Open to benefit the Rotary Camp and Family Resource Center.**
- Advertising Campaign of the Year - Associate - **Beacon Journal/Ohio.com**
- Sales Office of the Year - Builder - **Schumacher Homes**
- Design Center of the Year - Builder - **Schumacher Homes**

Interior Design of the Year under \$300,000 - Builder - Schumacher Homes

Interior Design of the Year over \$300,000 - Builder - Charis Homes

- **Overall Advertising of the Year - Wayne Homes**

Individual Achievement Awards

New Home Sales Performance

Bronze award winners with sales between \$200,000 and \$800,000 are:

Julie Brandle- Stouffer Realty / **Pat Combs** - CUTLER Real Estate / **Marilyn LaMarco**
- Re/Max Traditions

Cindy Le-Mon - Stouffer Realty / **Cindy Lindberg** - Prudential Kathy Reid Realty /
Julie Oliver - Stouffer Realty
Brett Reid - Prudential Kathy Reid Realty / **Dan & Shane Reid** - Prudential Kathy
Reid Realty / **Andy Vonstein** - CUTLER Real Estate

Silver award winners with sales between \$800,000 to \$2.8 million dollars
are:

Glen Ballard - Weaver Custom Homes / **Clayton Cessna** - Dutch Heritage Homes /
Susan Elam - Weaver Custom Homes / **Sandie Filipczak** - Stouffer Realty / **Catherine
Haller** - Howard Hanna / **Cathy Victor** - Stouffer Realty
Ava Wagner - Stouffer Realty / **Sue Williams** - Weaver Custom Homes

Gold award winners with sales between \$2.8 and 4.8 million dollars are:

Brandi McNulty - Wayne Homes / **Catherine Pergins** - Wayne Homes / **Merle Troyer** -
Dutch Heritage Homes

Platinum award winners with sales of \$4.8 million dollars and up:

Guy Robinson - Schumacher Homes

Best New Home Loan Originator

Bronze award winner with new home loans between \$200,000 and \$800,000
dollars

Anna Fiscus - First Place Bank

Gold award winner with new home loans between \$2.8 and \$4.8 million
dollars

Michael Buynak - First Place Bank

Platinum award winners with new home loans over \$4.8 million dollars:

Sharon Bowe - First Place Bank / **James Nelson** - Home Savings / **Karen Sharp** -
First Place Bank

Best New Home Title Representative

Silver winner recognized for title orders between \$800,000 to \$2.7 million
dollars is:

Andrea Hyatt - Lawyers Title

Platinum award winner with title orders over \$4.8 million dollars:

Pam Keenan - Lawyers Title

The **Rookie of the Year Award** is given to the candidate who has been in new home sales, title work or loans for less than two years. Candidates are judged on the volume amount achieved during January 1 through December 31, 2009. The winner of the 2009 Rookie of the Year Award for new home sales representative is **Jennifer Filipczak Turner of Stouffer Realty**

The **Golden Hammer Award** recognizes a job site supervisor whose work and dedication to the sales and marketing process significantly contributes to sales efforts. This year's recipient was Scott Gochenour of Wayne Homes to recognize. He was nominated by the Wayne Homes Portage sales team of Mike Noble, Brandi McNulty, Catherine Pergins and Gloria Williams.