
SOCAL AWARDS

2013

Presented by The Greater
Sales & Marketing Council
of Southern California



WINNERS BOOK

MAX TIPTON AWARD FOR MARKETING EXCELLENCE

Max Tipton was an expert in new home marketing. A true visionary who shared his knowledge and insights. He never stopped giving back to the industry.

Since 1970, the Sales & Marketing Council of Southern California has honored one individual each year who embodies the qualities of the Max Tipton value system to honor his memory.

The Award does not honor a successful business career. Rather, the honoree must be a recognized expert in the field of marketing or merchandising, spanning many years.

Someone who understands the big picture. A leader with selfless nature who is willing to share his or her information and knowledge with others.

Willing to give back as Max Tipton did and to have demonstrated strength of character that commands respect throughout the industry.

2013 Honoree

Christine S. Johnson
Founder - President
Design Tec Inc.



MAX C. TIPTON MEMORIAL AWARD FOR MARKETING EXCELLENCE PAST RECIPIENTS

2012 – Steve Ormonde
2011 – Melinda Masson
2010 – Bill Watt
2008 – Miriam Tate
2007 – Gary Ryness
2006 – Boyd Martin
2005 – Carina Hathaway
2004 – Tom Martin
2003 – Walt Richardson
2002 – Aram Bassenian
2001 – Larry Webb
2000 – Al Gobar
1999 – Claudia Roxburgh
1998 – Robert Sawyer
1997 – Michael Hixson
1996 – Howard Englander
1995 – Roger Holloway
1994 – Don Moe
1993 – Arthur Danielian
1992 – Cortland Paul
1991 – Randall Lewis
1990 – Charles S. Dreyer
1989 – Carole Eichen
1988 – Barry Berkus
1987 – Beverly Trupp
1986 – Bob Hubbert
1985 – Gary Campbell
1984 – Bayne Sparks
1983 – Herbert L. Aist
1982 – Rita Lamkin
1981 – Burton E. Shefko
1980 – Peter M. Mayer
1979 – Joseph W. Smith
1978 – L.C. “Bob” Albertson
1977 – Richard F. Russell
1976 – Kenneth W. Agid
1975 – W.E. Michell
1974 – Sanford R. Goodkin
1972 – Warren Toman
1971 – Lester Goodman
1970 – John Martin

B.J. STEWART WOMEN'S ACHIEVEMENT AWARD

This award recognizes the invaluable contributions of women who have demonstrated a commitment and made a significant impact on the progress of women in the building/housing industry.

In light of her tremendous accomplishments as a marketing professional and her willingness to share her knowledge, time and resources with others, Sales & Marketing Council in 1992 established an award in honor of Barbara (B.J.) Stewart.

The B.J. Stewart Women's Achievement Award continues to serve the industry's future by encouraging recipients to emulate the positive qualities Barbara demonstrated in her professional and personal life and also gives important and well-deserved recognition to outstanding women.

2013 Honoree

Dana Kovach
Kovach Marketing



B.J. STEWART WOMEN'S ACHIEVEMENT AWARD HONOREES

2012 – Joan Marcus-Colvin
2011 – Debra Pember
2010 – Valerie Hardman
2008-2009 – Lisa Parrish
2007 – Sandy Keedy
2006 – Melinda Masson
2005 – Barbara Nagle
2004 – JoAnne Williams
2003 – Joyce Mason
2002 – Robin Merchant
2001 – Ann Romano
2000 – Carol Carroll
1999 – Carol Hoffman
1998 – Dana Eggerts
1997 – Diane Jensen
1996 – NormaLynn Cutler
1995 – Ava Carberry
1994 – Sandra Kulli
1993 – Shirley Brown
1992 – Toni Alexander
1991 – Julie Brinkerhoff
1990 – Judy Foster

CATEGORY 2
SALES PERSON OF THE YEAR

Steve Merryman
Ultimate New Home
Sales & Marketing



CATEGORY 3
SALES TEAM OF THE YEAR

**Shannon Barker, Graig Lee, and
Donna Morris**
Everton Grove, Pulte Group



CATEGORY 6
BUILDER DESIGNER OF THE YEAR

Vicki Forteza
Pulte Group



CATEGORY 7
**BUILDER COMMUNITY
SUPERINTENDENT OF THE YEAR**

Dan Ellerman
Pulte Group



CATEGORY 4
**SALES MANAGER
OF THE YEAR**

Ben Blomdahl
Pulte Group



CATEGORY 5
**MARKETING DIRECTOR
OF THE YEAR**

Dottie Paek
Toll Brothers



CATEGORY 8
**BUILDER CUSTOMER SERVICE
PROFESSIONAL**

Norm Carraher
The New Home Company



CATEGORY 9
**BUILDER PROJECT MANAGER
OF THE YEAR**

Isaac Boyd
Toll Brothers



CATEGORY 10
**BUILDING PURCHASING
MANAGER OF THE YEAR**

Melanie Andrews
The New Home Company



CATEGORY 11
**BUILDER ESCROW
COORDINATOR OF THE YEAR**

Lori Michael
The New Home Company



CATEGORY 12
BUILDER TEAM OF THE YEAR

Toll Brothers
Amalfi Hills



CATEGORY 13
RISING STAR OF THE YEAR

Rachel Otero Vogel
Fusion Sign & Design



CATEGORY 14
**BUILDER PARTNER
OF THE YEAR**

KTGY GROUP

CATEGORY 15
INNOVATION AWARD

KTGY IDEA LAB



CATEGORY 15
INNOVATION AWARD

THE ABC GREEN HOME
Irvine, CA

Builder:
BCA Developer along with
North Orange County ROP,
BITA Program

Developer:
Peninsula Publishing &
Southern California Edison
(SCE)

Architect/Designer:
KTGY Group, Inc.

Interior Design:
Venture One Design, Inc.

CATEGORY 16 BEST LOGO DESIGN

Agave

Builder:
William Lyon Homes

Marketing Director:
Janet Kemmerer

Ad Agency:
Hayes Martin Associates



CATEGORY 19 BEST BROCHURE

Agave

Builder:
William Lyon Homes

Marketing Director:
Janet Kemmerer

Ad Agency:
Hayes Martin Associates



CATEGORY 17 BEST GRAPHIC CONTINUITY

Coral Ridge

Builder:
Shea Homes

Marketing Director:
Janet Benavidez

Ad Agency:
Kovach Marketing



CATEGORY 20 BEST SPECIAL PROMOTION

Rancho Mission Viejo Builders Fairs

Developer:
Rancho Mission Viejo

Marketing Director:
Nadine Corrigan

Ad Agency:
Greenhaus



CATEGORY 21 BEST INTERNET MARKETING

Rancho Mission Viejo

Developer:
Rancho Mission Viejo

Marketing Director:
Nadine Corrigan

Ad Agency:
Greenhaus



CATEGORY 22 BEST SOCIAL MARKETING

Playa Vista

Developer:
Brookfield Residential

Marketing Director:
Alison Banks

Ad Agency:
Gunn|Jerkens Marketing
Communications



CATEGORY 23 BEST DIGITAL SALES TOOL

Fairbrook Estates: Virtual Renderings

Builder:
Ryland Homes

Marketing Director:
Carola Cherief

Interior Design:
Studio Design Group Interiors

Renderer:
OnePix3D / Hernan Gonzalez

CATEGORY 23 BEST DIGITAL SALES TOOL

Rancho Mission Viejo: Digital Sales Tool

Developer:
Rancho Mission Viejo

Marketing Director:
Nadine Corrigan

Ad Agency:
Greenhaus



CATEGORY 24
BEST OVERALL
ADVERTISING
CAMPAIGN

Valencia

Developer:
Newhall Land

Marketing Director:
Marlee Lauffer

Ad Agency:
Gunn|Jerkens Marketing
Communications



CATEGORY 25
BEST WEBSITE

PlayaVista.com

Developer:
Brookfield Residential

Marketing Director:
Alison Banks

Ad Agency:
Gunn|Jerkens Marketing
Communications



CATEGORY 26
BEST WEBSITE FOR A
BUILDER PARTNER

PacificDimensions.com

Pacific Dimensions, Inc.

Marketing Director:
Nancy Hall

Ad Agency:
Gunn|Jerkens Marketing
Communications

CATEGORY 27
BEST SIGNAGE

Willowbend

Builder:
William Lyon Homes

Marketing Director:
Janet Kemmerer

Ad Agency:
Hayes Martin Associates

Signage:
Outdoor Dimensions



CATEGORY 28
BEST SALES
EXPERIENCE

Alta Del Mar
Builder:
Pardee Homes

Marketing Director:
Matt Sauls

Sales Office Design:
LunaPearl Studio



CATEGORY 28
BEST SALES
EXPERIENCE

Rancho Mission Viejo
Developer:
Rancho Mission Viejo

Marketing Director:
Nadine Corrigan

Ad Agency:
Greenhaus

Sales Office Design:
Creative License



CATEGORY 29
BEST DESIGN CENTER

Chateau Interiors & Design

Marketing Director:
Carolyn Little



CATEGORY 30
BEST LANDSCAPE DESIGN

**Amalfi Hills:
Sorrenti Collection**
Builder:
Toll Brothers, Inc.

Marketing Director:
Dottie Paek

Landscape Design:
Summers Murphy &
Partners, Inc.

**CATEGORY 31
BEST INDOOR/
OUTDOOR LIVING**

**Amalfi Hills
Positano Collection:**

La Morra
Builder:
Toll Brothers

Marketing Director:
Dottie Paek

Interiors:
Ryan Young

Landscape Design:
Summers Murphy
& Partners



**CATEGORY 32
BEST COMMUNITY
AWARD**

Villa Metro

Builder:
The New Home
Company

Marketing Director:
Megan Eltringham

Architect:
Robert Hidey Architects

Interiors:
Meridian Interiors



**CATEGORY 33
BEST INTERIOR
MERCHANDISING OF A
DETACHED HOME
UNDER 1,500 SQ FT**

Bungalows: Plan 1

Builder:
Stanard Pacific Homes

Marketing Director:
Suzie Ek

Interiors:
Pacific Dimensions



**CATEGORY 34
BEST INTERIOR
MERCHANDISING OF A
DETACHED HOME
1,500 - 2,500 SQ FT**

**Capri at Brightwater:
Plan 5**

Builder:
Woodbridge Pacific Group.

Marketing Director:
Karen Spargo

Interiors:
Chameleon Design

CATEGORY 35
BEST INTERIOR
MERCHANDISING OF
A DETACHED HOME
2,500 - 4,000 SQ FT

Seaside Ridge:
Plan 6
Builder:
Brookfield Residential

Marketing Director:
Carina Hathaway

Interiors:
Design Line Interiors



CATEGORY 36
BEST INTERIOR
MERCHANDISING OF
A DETACHED HOME
OVER 4,000 SQ FT

Alta Del Mar:
Plan 3
Builder:
Pardee Homes

Marketing Director:
Matt Sauls

Interiors:
Pacific Dimensions



CATEGORY 37/38
BEST INTERIOR
MERCHANDISING OF AN
ATTACHED HOME
UNDER 1,750 SQ FT

Origen - Skyloft:
Plan 3
Builder:
Shea Homes San Diego

Marketing Director:
Vanessa Linn

Interiors:
Ami Samuel Interiors



CATEGORY 39
BEST INTERIOR
MERCHANDISING OF AN
ATTACHED HOME
1,750 SQ FT & OVER

Sapphire Tower:
Penthouse
Builder:
Urban Housing Partners

Marketing Director:
Lenette Hewitt

Interiors:
Design Line Interiors

CATEGORY 40
BEST ARCHITECTURAL
DESIGN OF A
DETACHED HOME
UNDER 2,100 SQ FT

Amerige Heights:
Plan 1
Builder:
Brookfield Residential

Marketing Director:
Carina Hathaway

Architect:
Woodley Architectural
Group, Inc.



CATEGORY 41
BEST ARCHITECTURAL
DESIGN OF A
DETACHED HOME
2,100 TO 2,500 SQ FT

Ryland Sendero:
Plan 2
Builder:
Ryland Homes

Marketing Director:
Carola Cherief

Architect:
Danielian Associates



CATEGORY 42
BEST ARCHITECTURAL
DESIGN OF A
DETACHED HOME
2,500 TO 4,000 SQ FT

Estilo at Rancho Mirage:
Élan
Builder:
Toll Brothers Desert

Marketing Director:
Kari Roland

Architect:
RFT Design



CATEGORY 43
BEST ARCHITECTURAL
DESIGN OF A
DETACHED HOME
OVER 4,000 SQ FT

Alta Del Mar:
Plan 3
Builder:
Pardee Homes

Marketing Director:
Matt Sauls

Architect:
Bassenian Lagoni Architects



**CATEGORY 45/46
BEST ARCHITECTURAL
DESIGN OF AN
ATTACHED HOME**

**Agave:
Plan 1**
Builder:
William Lyon Homes

Marketing Director:
Janet Kemmerer

Architect:
Urban Arena



**CATEGORY 45/46
BEST ARCHITECTURAL
DESIGN OF AN
ATTACHED HOME**

The Townes at 360
Builder:
William Lyon Homes

Marketing Director:
Janet Kemmerer

Architect:
Angeleno Associates, Inc.



**CATEGORY 47
BEST ARCHITECTURAL DESIGN OF A
MULTI-FAMILY COMMUNITY**

Terraces at Santiago

Builder:
Advent Companies

Developer:
C&C Development

Architect:
Bassenian Lagoni Architects



CATEGORY 48
COMMUNITY OF THE YEAR WITH A SALES PRICE
UNDER \$600,000

Villa Metro

Builder:
The New Home Company

Marketing Director:
Megan Eltringham

Ad Agency:
Paolucci Communication
Arts

Architect:
Robert Hidey Architects

Interiors:
Meridian Interiors

Sales Office:
Meridian Interiors &
Display Graphics

Signage:
Outdoor Dimensions

Landscape:
Collaborative West



CATEGORY 48
COMMUNITY OF THE YEAR WITH A SALES PRICE
\$600,000 TO \$1 MILLION

TRI Pointe:
Sendero at Rancho
Mission Viejo

Builder:
TRI Pointe Homes

Marketing Director:
Barbara Trachy

Ad Agency:
Kovach Marketing

Architect:
Bassenian Lagoni
Architects

Interiors:
CDC Designs

Signage:
Fusion Sign & Design

Landscape:
FORMA Design



CATEGORY 48
COMMUNITY OF THE YEAR WITH A SALES PRICE
OVER \$1 MILLION

Alta Del Mar

Builder:
Pardee Homes

Marketing Director:
Matt Sauls

Ad Agency:
Greenhaus

Architect:
Bassenian Lagoni
Architects

Interiors:
Pacific Dimensions

Sales Office:
LunaPearl Studio

Signage:
Outdoor Dimensions

Landscape:
SJA



CATEGORY 48
MASTERPLANNED COMMUNITY
OF THE YEAR

Rancho Mission Viejo

Developer:
Rancho Mission Viejo

Marketing Director:
Nadine Corrigan

Ad Agency:
Greenhaus



MORE OPPORTUNITIES FOR REAL ESTATE PROFESSIONALS & HOME BUILDERS THAN EVER BEFORE

SATURDAY | New Homes

SATURDAY | OC Homes

SATURDAY | OC Homes Estates

SUNDAY | Real Estate

DAILY | Business

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OC Home Magazine



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