



Fredericksburg Area Builders Association

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FREDERICKSBURG AREA BUILDERS ASSOCIATION PRESENTS NEW HOME SALES AND MARKETING AWARDS

On Thursday, May 3, during a celebration held at the Holiday Inn Select in Central Park, the **Sales & Marketing Council of the Fredericksburg Area Builders Association (FABA)** presented their ninth annual **“MAME” Awards**, recognizing “Major Achievement in Marketing Excellence” during the previous year. Over 200 people were on hand to honor the winners.

Individual Awards presented during the ceremony included:

Sales Professional of the Year – Jennifer Brooks, Lee’s Hill Construction
Construction/Sales Team of the Year – Chris Flowers and Denise Graham of Augustine Homes
Customer Service/Technician Team of the Year – Carole McClintock and Nick Sutter of Augustine Homes
Highest Sales for a Builder with up to 20 Employees – Julie Martens, The Charleston Co.
Highest Sales for a Builder with more than 20 Employees – Dawn Jankowski, Augustine Homes

The following marketing awards were presented for advertising agency efforts:

Best Builder/Company Brochure – Augustine Homes/Gura & Associates
Best Print Ad (full page color) – Ridan Builders/Jack Morris & Associates
Best Print Ad (half page color) – Lee’s Hill Construction/Spangler Erkert + Associates
Best Print Ad (half page black & white) – The Charleston Company/Spangler Erkert + Associates
Best Print Ad Direct Mail – Lee’s Hill Construction/Spangler Erkert + Associates
Best Ad in a Magazine – Lee’s Hill Construction/Spangler Erkert + Associates

The following non-agency advertising efforts were also recognized:

Back & white under half page – Coleman Homes/Potomac News & Stafford County Sun
Black & white over half page – Purvis Ford/Potomac News & Stafford County Sun
Color over half page – Brookstone Homes – Hour Homes/Potomac News & Stafford County Sun

Other marketing awards included:

Best Website – Augustine Homes/Gura & Associates
Best Landscaping – Beaumont at Whitehall/Basheer & Edgemore
Best Sales/Visitor Center – Stratford at the Glens/Augustine Homes
Best Interior Merchandising/Single Family – The Stratford at the Glens/Augustine Homes
Best Interior Merchandising/Single Family (Merit Award) – The Rembrandt at Breckenridge/Caruso Homes
Best Interior Merchandising/Single Family (Merit Award) – The Brentown at Leeland Station/Ridan Builders

Also recognized were members of the 2005 Million-Dollar Club:

Dawn Jankowski	23,410,862	Sara Penek	6,149,583
Karen Snow	19,717,023	Michelle Owens	5,990,285
Michelle Gillenwater	17,833,420	Marilyn Moon	5,741,758
Ann Lengs	15,730,530	Sherry Metzger	4,315,515
Susan Stonehill	15,293,847	Andrew Henkel	3,857,032
Charlie Baity	13,930,021	Robert Lengs	3,602,377
Jennifer Brooks	10,517,210	Rob Rickens	3,379,017
Denise Graham	9,990,345	Greg Fernet	3,189,325
Julie Wells	9,633,476	Allen Griffey, Sr.	2,546,260
Julie Martens	9,204,289	Allen Griffey, Jr.	1,565,000
Doris Long	8,475,818	John Knisely	1,448,600
Barbara Turman	7,474,289	Ziine McDonald	1,205,883
Tanea McGee	7,519,467		
Tamara George	6,491,241		

Life Members of the Club recognized this year were Michelle Gillenwater, Allen Griffey Sr, Marilyn Moon, Julie Martens and Julie Wells.

During the festivities a special lifetime service award was presented to Annette Coleman with Coleman Homes for her dedication to FABA and the Fredericksburg community.

Guest speaker for the evening was Tom Silvestri, President/Publisher of the Richmond Times Dispatch. In addition to addressing attendees, Mr. Silvestri assisted with the awards presentations.

Other sponsors for the event included: (*Platinum*) 2-10 Home Buyers Warranty, Augustine Homes, Caruso Homes, Chase Home Mortgage, Freedom Builders, M&T Bank, Mid South Building Supply, New Homes Guide and Provident Bank; (*Silver*) BB&T Mortgage, The Charleston Company, L & L Company, Peoples Community Bank, Silver Companies, Union Bank & Trust/Union Mortgage; (*Bronze*) Advantage Title and Settlement Agency, Gura & Associates, Potomac News/Stafford Sun and Spangler Erkert + Associates. Augustine Homes, Stafford Printing and Coleman Homes provided additional sponsorship during the elegant dinner.

The Fredericksburg Area Builders Association (FABA) is a tax-exempt trade association, affiliated with the National Association of Home Builders (NAHB) and the Home Builders Association of Virginia (HBAV), all of which work to create and maintain a favorable climate for the building industry. FABA believes that home ownership can and should be within reach of every American family, and promotes that concept in the City of Fredericksburg and the counties of Spotsylvania, Stafford, King George, Caroline and Orange. By recognizing achievement in the above categories, the Association strives to help member businesses develop and maintain a high standard of professionalism.

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