

Region's best new home projects and professionals honored at annual MAME event

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Every new home is the result of collaborations between talented builders, architects, designers, marketing professionals, sales teams, financing specialists and many more. The North State Building Industry Association is proud to recognize their outstand-

ing achievements in excellence at our annual MAME event.

The theme of this year's 49th annual event, Exhibit of Excellence, perfectly sums up that partnership: "An evening amongst homebuilding industry creatives, recognizing this year's masterpieces and celebrating the artists who created them."

A total of 38 awards were presented at this year's event.

SHAWOOD, the flagship brand of Japan's largest homebuilder, Sekisui House, was the big winner this year for its luxury home community in Folsom. SHAWOOD received eight awards including Detached Home of the Year, Community of the Year, Best Kitchen Design and Best Specialty Room.

Other multiple winners included KB Home and Toll Brothers, which each earned five awards. KB's



Submitted

SHAWOOD's Hazel model at the company's new home community in Folsom won Detached Home of the Year honors at the North State Building Industry Association's 49th annual MAME event earlier this month.

honors included Online Sales Counselor of the Year Melody Elskes, Builder Marketing Professional of the Year Julie Hagans and

Project Superintendent of the Year Colby Moglia. Toll Brothers' awards included Best Landscape Design, Best Outdoor

Living Space and a Best Interior Design award for homes at its Ridgeline at

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Bickford community in Lincoln.

Other winners were Anthem Properties, BSB Design, Desa Design, Elliott Homes, ESI Builders and Remodelers, Landmark Builders, Lennar, Meritage Homes, NEXT New Homes Group, SAFE Credit Union, Taylor Morrison and Woodside Homes.

More than 400 people attended this year's MAME celebration at the Hyatt Regency earlier this

month, which was organized by the BIA's Sales and Marketing Council. For years, MAME primarily recognized achievements in marketing — the acronym stands for Major Achievements in Marketing Excellence. But now MAME recognizes all the people in the homebuilding industry who make things happen.

Major sponsors for the event included Elliott Homes, Apollo Energies,

Lennar, Meritage Homes, BSB Design, Homes.com, SHAWOOD, NewHomeSource powered by Zonda, Roach & Campbell, WHA Architects Planners Designers, New Homes Media, NEXT New Homes Group and Peak Residential Lending.

Congratulations to all of this year's winners!

Murphy is President & CEO of the North State Building Industry Association, which represents builders, developers, subcontractors, suppliers and related professionals dedicated to providing new housing opportunities in the Greater Sacramento region.