

FOR IMMEDIATE RELEASE

**Greater Orlando Builders Association Major Achievement Awards Ceremony –  
The Majors Have Gone Country!**

MAITLAND, FL (September 12, 2014) – The Greater Orlando Builders Association held its annual Sales, Marketing and Design Awards Ceremony (Major Achievement Awards) at the Barn in Sanford, Florida. After months of planning, the Country themed event (Gone Country), took place with over 300 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 - Ryland Homes  
Associate Member - BOOM Marketing & Events, Firetainment  
Home Remodeler - Farina & Sons Inc.  
Custom Home Builder - Zoltan Construction LLC

**Best Collateral Package**

Production Home Builder - Richmond American Homes, Ultimate Moving Pack  
Production Home Builder - Mattamy Homes, Come Home to Gracious Family Living, Millennia Park

**Best Direct Mail**

Production Home Builder - Ashton Woods Homes, Last Chance To Call Copley Square Home

**Best Print Ad**

Production Home Builder - Park Square Homes, Edgewater at Bella Lago, New Home Guide Magazine  
Custom Home Builder - Zoltan Construction LLC, Custom Homes & Renovations, Winter Park Home Magazine 2014  
Home Remodeler - Farina & Sons Inc., Outdoor Living Addition, Orange Appeal

**Best Billboard**

Production Home Builder - AV Homes, Boat Optional. Sunsets Standard.

**Best e-Newsletter**

Production Home Builder - AV Homes, Vitalia Voices, Summer 2014

**Best e-Mail Campaign**

Production Home Builder - AV Homes, Excitement at Solivita

**Best Social Media Program**

Production Home Builder - AV Homes, Solivita  
Custom Home Builder - Phil Kean Design Group

**Best On-Line Ad**

Production Home Builder - Ryland Homes, You're Already Home

**Best Web Site**

Production Home Builder - Park Square Homes, [www.parksquarehomes.com](http://www.parksquarehomes.com)  
Associate Member - BOOM Marketing & Events, [www.baldwinparkevents.com](http://www.baldwinparkevents.com)  
Custom Home Builder - Phil Kean Design Group, [www.PhilKeanDesignGroup.com](http://www.PhilKeanDesignGroup.com)  
Home Remodeler - Farina & Sons Inc., [www.farinaandsons.com](http://www.farinaandsons.com)

**Best New Homes Magazine/Publication**

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

**Best Campaign**

Production Home Builder - AV Homes, Solivita Grand Opening

**Best REALTOR® Promotion**

Production Home Builder - Ashton Woods Homes, REALTOR Rewards Program

**Best Promotion**

Production Home Builder - Taylor Morrison, Grand Opening Event Overlook at Hamlin

Design Categories

**Best Model Merchandising**

Under \$25 / square foot - Taylor Morrison, Treviso

Over \$25 / square foot - Toll Brothers, Casabella  
Designer Member - Masterpiece Design Group, Venezia

**Best Design Center**

Ashton Woods Homes

**Best Interior Design**

Phil Kean Design Group, Villa dei Gemelli

Individual Achievement Categories

**"Rookie" Sales Person of the Year** - Courtney Doyle

**Sales Person of the Year** - Misty Hinson

**Sales and Marketing Coordinator/Assistant of the Year** - Ilana Mann

**Internet Sales/Marketing Coordinator of the Year** - Amy Steiger

**Sales Manager / Director of the Year** - Michelle Pearsall

**Title Insurance Sales Person of the Year** - Deborah Dudley

**Mortgage Originator of the Year**

Employed by a Retail Lender - Sandi Arbolino

Employed by a Builder - Sharyl Hierholzer

**Insurance Sales Person of the Year** - Michelle Delaney

**Golden Hammer Award**

Marty Hathaway

Joe Locastro

Al Blue

Lawrence Kriegsman

Ron Ring

Mike Worley

Bob Knaresboro

Derrick Sarosi

**Shining Star Award**

Corinne Detruit

Laura Wade

Scarlle Cardona

Christy Robinson

Cindy Adams

Bev Norris

Marcia Jenkins

**REALTOR® Partner Award**

Mariana Soucre

Allan Kardosh

Brad Grosberg with WayCool Real Estate

Million Dollar Circle Award Winners

**Silver**

Helen Acey, D.R. Horton

Jesus Alvarez, D.R. Horton

Joelle Austin, Park Square Homes

Richie Bandolik, Beazer Homes

Michelle Bethea, Taylor Morrison

David Biffar, David Weekley Homes

Marilyn Bojanowski, Taylor Morrison

Amel Bushaala, Park Square Homes

Ariane Cardenas, Beazer Homes

Fabian Chiriboga, D.R. Horton

Didi Clinton, Beazer Homes

Cathy Coverini, D.R. Horton

Lindsey Doherty, David Weekley Homes

Courtney Doyle, Beazer Homes

Megan Duncan, Taylor Morrison

Shawn Finnimore, Beazer Homes

Matt Gibbons, Mattamy Homes

Sally Harrop, Meritage Homes

Martin Hodson, Ashton Woods Homes

Derek Holloway, Ryland Homes  
Heather Hutchison, Meritage Homes  
David Jacobs, David Weekley Homes  
David Keim, D.R. Horton  
Karen Lang, Beazer Homes  
Bobby Livera, David Weekley Homes  
Veronica Maurovich, Beazer Homes  
Michael McCrary, D.R. Horton  
Melanie Molczyk, Meritage Homes  
Kyle Overstreet, Ryland Homes  
Sandra Padin, Ryland Homes  
Carol Robinson, D.R. Horton  
Jena Sangiorgio, Beazer Homes  
Edie Smith, Beazer Homes  
Jennifer Smith, Ryland Homes  
Yolanda Soto, D.R. Horton Inc.  
Carley Spangler, D.R. Horton Inc.  
Trina Van Till Trott, Meritage Homes  
Kevin Via, D.R. Horton Inc.  
Linda Via, Mattamy Homes  
Mario Villalobos, Taylor Morrison  
Karen Zimmerman, Beazer Homes

### **Gold**

William Arce, Ryland Homes  
Kim Batchellor, David Weekley Homes  
Mary Jo Beasley, D.R. Horton Inc.  
Caroline Beck, David Weekley Homes  
Curtis Boyer, Ashton Woods Homes  
Suzan Burks-Sztelle, D.R. Horton  
Juan Carlos, Park Square Homes  
Marilyn Cassel, D.R. Horton  
Elena Castro, Beazer Homes  
Connie Collier, Meritage Homes  
Moracy Does, Meritage Homes  
John Elkins, D.R. Horton  
Gustavo Fernandes, D.R. Horton  
Sudesh Ganesh, David Weekley Homes  
Marysue Hartman, D.R. Horton  
Kathy Hereford, David Weekley Homes  
Heather Hupp, Park Square Homes  
Lionel Jacquemond, Park Square Homes  
Jennifer Jeffreys, David Weekley Homes  
Dana Jones, D.R. Horton  
Kimberly Kapraun, D.R. Horton  
Luis Marrero, Taylor Morrison  
Valerie McClary, David Weekley Homes  
Carmen Muratti, Beazer Homes  
Edward Nix, D.R. Horton  
Jim Palmer, Meritage Homes  
Eric Paramo, D.R. Horton  
Mike Pasayan, Taylor Morrison  
Ali Paymayesh, Meritage Homes  
Lisa Poirier, Park Square Homes  
Kristi Quick, David Weekley Homes  
Allie Raposo, Ashton Woods Homes  
Ricky Raymond, D.R. Horton Inc.  
Amy Redditt, Taylor Morrison  
Milagros Rivera, D.R. Horton Inc.  
Eddie Rodriguez, Meritage Homes  
Daniel Roeck, David Weekley Homes

Martha Schiffer, Meritage Homes  
Saribelle Setien, Meritage Homes  
Teresa Valdes, Ryland Homes  
Shelley West, Ryland Homes  
Steve Wilson, D.R. Horton Inc.  
Jean Wyman, Taylor Morrison  
Team of Lynda Stephens, Sharon Walisky, George Weiss of Toll Brothers, Inc.

#### **Platinum**

Luis Abreu, D.R. Horton  
Gretta Akellino, Ryland Homes  
Troy Alexander, Meritage Homes  
Kim Allsup, Beazer Homes  
Sanya Avazpour, Ashton Woods Homes  
Jessica Brigantti, Meritage Homes  
Patricia Castillo, Mattamy Homes  
Allison Dunley, Meritage Homes  
Kirsten Fisher, Taylor Morrison  
Nelson Garcia, D.R. Horton Inc.  
Adam Geluso, D.R. Horton Inc.  
Lori Gilmore, Ryland Homes  
Christine Grodzki, Ryland Homes  
Jessica Grogan, Meritage Homes  
Tammy Hathaway, D.R. Horton Inc.  
Misty Hinson, Ryland Homes  
Terry Jalbert, Beazer Homes  
Karin Jimenez, Taylor Morrison  
Kim Johnston, Park Square Homes  
Patricia Kirkwood, D.R. Horton  
Jess Larson, Taylor Morrison  
Dale Miller, Meritage Homes  
Pasquale Natale, Meritage Homes  
Cynthia Payton, D.R. Horton Inc.  
Jose Perez, Park Square Homes  
Denise Rapp, Mattamy Homes  
Twiggy Reyes, Mattamy Homes  
Maria Richardson, Ashton Woods Homes  
Candice Roberts, Meritage Homes  
Aramis Rodriguez, Beazer Homes  
Heather Schoenherr, Taylor Morrison  
Lisa Silva, Park Square Homes  
Anand Sobhraj, Meritage Homes  
John Sparrell, Meritage Homes  
Thomas Temmel, Meritage Homes  
Jarrett Townsend, Meritage Homes  
Pete Valdez, Ashton Woods Homes  
Melissa Valley, Mattamy Homes  
Carolyn Vanderzyden, Ashton Woods Homes  
Steve Wolfrey, Ryland Homes  
Team of Denise Rapp, Twiggy Reyes, Melissa Valley of Mattamy Homes

#### **Major Award Winners**

Major Advertising / Promotions Award - AV Homes  
Major Individual Achievement Award - Michelle Pearsall, Taylor Morrison  
Top Producer - Jessica Brigantti, Meritage Homes  
2014 Sales and Marketing Council Member of the Year - Deborah Dudley

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, 2013 and July 31, 2014 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:**

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The Orlando Sentinel  
Toll Brothers Inc

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Beazer Homes  
David Weekley Homes  
Meritage Homes  
Park Square Homes  
Ryland Homes  
Taylor Morrison  
Toll Brothers, Inc.

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).