

## 7<sup>th</sup> Annual FAME Awards

Dear Members & Guests:

Thank you for joining us at this year's F.A.M.E. Awards celebration.

The Public Relations, Sales & Marketing Committee takes great pride in recognizing and honoring companies and individual Builders, Remodelers, and Associate Members of the Shore Builders Association of Central New Jersey (SBACNJ) for their excellence in marketing accomplishments in what was a challenging year. The fabulous entries we've received show once again, that the SBACNJ carries prestige in the building community.

Special thanks to the 2010 FAME Judges. We greatly appreciate you taking the time out of your busy schedules to judge each entry.

A sincere thank you to our generous sponsors and advertisers, without whose support this gala would not be possible. I hope that we will continue to generate the spirit of appreciation for each other which has made F.A.M.E. a success.

Once again, many congratulations to our 2010 F.A.M.E. award recipients!

*Marge Karahuta & Rosemary Johnson*

Committee Co-Chairs,  
2010 F.A.M.E. Awards

**2010**  
**PUBLIC RELATIONS,**  
**SALES & MARKETING COMMITTEE**

Marge Karahuta, Co-Chair, Matzel Development  
Rosemary Johnson, Co-Chair, Warshauer Electric

Stephanie Shaffery, Vice Chair, 20 Twenty Graphics

Debbie Cangi, The Star Ledger  
Dena Conticchio, PODS  
Catherine Daly, Design East, Inc.  
Debbie Downing, Asbury Park Press  
Donna Fiore, Wentworth Property Management  
Joseph Lipanovski, K Hovnanian Homes  
Lisa Marder, Home Builder Strategies  
Linda Meluski, Designs For You  
Meg Pittenger, Pittenger Realty  
Rick Pristas, Superior Mortgage  
Frank Robinson, Kingsbridge Financial Group  
Blair Severino, Severino Homes and Communities  
Susan Smith, Better Homes Realty, New Homes Division  
Peter Whalen, ESK Insurance  
Nola Zusi, Design 446

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### **GIORDANO, HALLERAN & CIESLA**

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### **WALTERS HOMES**

500 Barnegat Boulevard, Bldg 100  
Barnegat, NJ 08005  
609.607.9500

### **WEICHERT NEW HOMES**

225 Littleton Road  
Morris Plains, NJ 07950  
973.898.8683

# WINNERS

## OPTIONS/UPGRADES SALES

**PRIMA CORPORATION**  
Beverly Prima: \$600,000

**WALTERS HOMES**  
Danielle Edreff: \$1.8 Million

## TOP OPTIONS/UPGRADES SALESPERSON

**MIGNATTI COMPANIES**  
Mary Walter: \$4.2 Million

## CIRCLE OF HONOR CLUB

**WALTERS HOMES**  
Laurie McManus: 32 Units

## MILLION DOLLAR CLUB NEW HOME SALES

### BRONZE (\$1 – 2,499,999)

#### **GLORIA NILSON GMAC REALTORS**

Barbara Facompre: \$1,700,000

#### **WEICHERT NEW HOMES**

Scott Kirk: \$1,067,500

Aditya Kaveris: \$1,067,500

Judith Boulware: \$1,354,650

Felicia Moro: \$1,550,000

Patricia Caruso: \$1,550,000

Mary Jo Dellomo: \$1,759,437

Valerie Campbell/Robert Fischer: \$1,780,000

Mary Nuziale: \$2,400,000

#### **WALTERS HOMES**

Rick Saporito Jr.: \$1,887,206

## SILVER (\$2.5 –4,999,999)

**RYAN HOMES**  
Ellen Burach: \$2,901,657

**WEICHERT NEW HOMES**  
Marilyn Scafidi: \$2,720,000  
Lisa Soubasis: \$4,729,000

## GOLD (\$5 – 7,499,999)

#### **GLORIA NILSON GMAC REALTORS**

Mario Venancio \$7,026,800

**MIGNATTI COMPANIES**  
Jadwiga Toscarelli: \$5,397,613

**PRIMA CORPORATION**  
Beverly Prima: \$ 6,000,000

**RYAN HOMES**  
Christine Nielsen: \$6,841,640

# WINNERS

## PLATINUM (\$7.5 Million & Over)

### **GLORIA NILSON GMAC REALTORS**

Bernadette Ruegg: \$8,873,500

Linda Schwarz: \$12,320,245

### **MIGNATTI COMPANIES**

Doris Titus: \$12,365,456

### **RYAN HOMES**

Sean Sherman: \$8,185,389

Justin Ross: \$8,906,160

Denise DeMicco: \$9,735,470

Marybeth Redner: \$10,518,650

Dan Vrgoc: \$12,347,078

Jon Davern: \$12,393,847

Dylan Sinclair: \$16,647,901

Frank Assuncao: \$20,482,477

### **WALTERS HOMES**

Laurie McManus: \$16,236,548

## TOP MILLION DOLLAR SALESPERSON

### **RYAN HOMES**

Frank Assuncao: \$20,482,477

# WINNERS

## **BEST LOGO FOR AN ADULT COMMUNITY**

Community Investment Strategies  
Community: Heritage Village at Manalapan  
Marketing Director: William Dailey  
Logo Designer: Joe Garvey

## **BEST LOGO DESIGN FOR A CONDO COMMUNITY**

Art Associates Design Group  
Community: The Monarch  
Logo Designer: Art Associates Design Group

## **BEST LOGO DESIGN FOR A SINGLE FAMILY DETACHED COMMUNITY**

Prima Corporation  
Community: Dayna Estates  
Marketing Director: Beverly Prima  
Logo Designer: Design 446

## **BEST LOGO DESIGN FOR A MULTI FAMILY/ MULTI UNIT COMMUNITY**

Community Investment Strategies  
Community: Toms River Crescent  
Marketing Director: William Dailey  
Logo Designer: Joe Garvey

## **BEST LOGO DESIGN FOR A TOWNHOME COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Logo Designer: Pace Advertising

## **BEST ASSOCIATE MEMBER LOGO**

Design 446  
Marketing Director: Brian Stern  
Designed by: Design 446

## **BEST BROCHURE FOR AN ADULT COMMUNITY**

Pulte Homes  
Community: River Pointe by Del Webb  
Marketing Director: Kelly Ireland Dunnder  
Brochure Designer: Design 446

## **BEST BROCHURE FOR A CONDO COMMUNITY**

Art Associates Design Group  
Community: The Monarch  
Brochure Designer: Art Associates Design Group

# WINNERS

## **BEST BROCHURE FOR A SINGLE FAMILY DETACHED COMMUNITY**

Art Associates Design Group & Home Builder Strategies  
Community: Stonybrook  
Marketing Director: Home Builder Strategies  
Brochure Design: Art Associates Design Group

## **BEST BROCHURE FOR A MULTI FAMILY/ MULTI UNIT RENTAL**

Community Investment Strategies  
Community: Toms River Crescent  
Marketing Director: William Dailey

## **BEST BROCHURE FOR A TOWNHOME COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Logo Designer: Pace Advertising

## **BEST ASSOCIATE MEMBER BROCHURE**

Warshauer Electric  
Brochure Designer: Kennie Marie Fried

## **BEST INTERIOR MERCHANDISING FOR AN ADULT COMMUNITY**

Design East  
Community: Escapes Ocean Breeze  
Builder: Paramount Homes  
Designed by: Design East

## **BEST INTERIOR MERCHANDISING FOR A SINGLE FAMILY DETACHED COMMUNITY**

Design East  
Community: Casella Farms  
Designed by: Design East

## **BEST INTERIOR MERCHANDISING FOR A TOWNHOME COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Designed by: Design East

## **BEST LANDSCAPING FOR A TOWNHOME COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Landscape Designer: Joseph Adamson

# WINNERS

## **BEST SIGNAGE FOR AN ADULT COMMUNITY**

Pulte Homes  
Community: River Pointe by Del Webb  
Marketing Director: Kelly Ireland Dunnder

## **BEST SIGNAGE FOR A TOWNHOME COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Signage Designer: Sign Design

## **BEST BUILDER MEMBER BLACK & WHITE AD UNDER ONE-HALF PAGE**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Ad Agency: Pace Advertising

## **BEST BUILDER MEMBER BLACK & WHITE AD ONE-HALF PAGE OR LARGER**

Prima Corporation  
Marketing Director: Beverly Prima  
Ad Agency: Design 446

## **BEST "ASSOCIATE" MEMBER AD - BLACK & WHITE**

Coldwell Banker New Homes & Condominiums  
Marketing Director: Debbie Cotter  
Ad Agency: 20 Twenty Graphics

AND

Capoano Contractors

## **BEST BUILDER MEMBER COLOR AD ONE- HALF PAGE OR LARGER**

Mignatti Companies  
Community: Heritage Point  
Marketing Director: Amy Wagner  
Ad Agency: Oxford Communications

## **BEST ASSOCIATE MEMBER COLOR AD**

Design 446  
Marketing Director: Brian Stern  
Ad Agency: Design 446

## **BEST BILLBOARD**

Art Associates Design Group &  
Home Builder Strategies  
Ad Agency: Art Associates Design Group  
Marketing: Home Builder Strategies

# WINNERS

## **BEST CUSTOM HOME \$700,000 & UNDER**

Palatial Homes  
Location: Ridgewood Road, Wall Twp., NJ  
Architect: Passman /Ercolino Architects

## **BEST CUSTOM HOME \$700,000 to \$1.0M**

Prima Corporation  
Bricktown, NJ  
Architect: Aquatecture

## **BEST ASSOCIATE MEMBER MARKETING STRATEGY**

Design 446  
Marketing Directors: Brian Stern  
Brochure Designer: Design 446

## **BEST NEW BUILDER INDUSTRY PRODUCT**

Design 446  
Marketing Director:  
Tom Villane & Ann Marie Baker  
Brochure Designer: Design 446

## **BEST REMODELING/RENOVATION FOR A RESIDENTIAL PROJECT**

Woodbridge Builders  
Marketing Director: William Kaczynski

## **BEST REMODELED KITCHEN**

Woodbridge Builders  
Marketing Director: William Kaczynski

## **BEST REMODELED MASTER BATH**

Woodbridge Builders  
Marketing Director: William Kaczynski

**Honorable Mention**  
Designs For You, LLC  
Marketing Director: Linda Meluski

## **BEST KITCHEN DESIGN**

Palatial Homes  
Location: Ridgewood Road, Wall Twp., NJ  
Architect: Passman /Ercolino Architects

**BEST CLUBHOUSE/RECREATION  
AMENITIES UNDER 8,000 SQ FT**

Design East  
Community: Madison Crossing at Birch Hill  
Marketing Director: Greg Lentine  
Interior Merchandiser: Design East

**BEST CLUBHOUSE/RECREATION  
AMENITIES 8,000 SQ FT AND OVER**

Mignatti Companies  
Community: Heritage Point  
Marketing Director: Amy Wagner  
Interior Merchandiser: Ruben and Associates

**BEST SALES OFFICE FOR AN ADULT  
COMMUNITY**

Pulte Homes  
Community: River Pointe by Del Webb  
Marketing Director: Kelly Ireland Dunnder  
Sales Center Designer: Pulte In House  
Merchandising

**BEST SALES OFFICE FOR A SINGLE  
FAMILY DETACHED COMMUNITY**

Prima Corporation  
Community: Dayna Estates  
Marketing Director: Beverly Prima  
Designed by: Design East

**BEST SALES OFFICE FOR A MULTI  
FAMILY /MULTI UNIT RENTAL**

Community Investments Strategies  
Community: Toms River Crescent  
Marketing Director: William Dailey

**BEST SALES OFFICE FOR A TOWNHOME  
COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Designed by: Design East

**BEST ARCHITECTURAL PRODUCT DESIGN  
FOR AN ADULT COMMUNITY**

Community Investment Strategies  
Community: Heritage Village at Manalapan  
Marketing Director: William Dailey

**BEST ARCHITECTURAL PRODUCT DESIGN  
FOR A TOWNHOME COMMUNITY**

Walters Homes  
Community: Whispering Hills  
Marketing Director: Pam Schuster  
Architect: Martin Architectural Group

**BEST ARCHITECTURAL PRODUCT DESIGN  
FOR A SINGLE FAMILY DETACHED  
COMMUNITY**

Prima Corporation  
Community: Dayna Estates  
Marketing Director: Beverly Prima  
Architect: Aquatecture

**BEST SPECIAL PROMOTION FOR A  
COMMUNITY TO THE BUYING PUBLIC**

Prima Corporation  
Community: Whitty Pines  
Marketing Director: Beverly Prima  
Ad Agency: Design 446

**BEST ARCHITECTURAL PRODUCT DESIGN  
FOR A MULTI-FAMILY / MULTI-UNIT  
RENTAL**

Community Investment Strategies  
Community: Toms River Crescent  
Marketing Director: William Dailey

**BEST ASSOCIATE MEMBER SPECIAL  
PROMOTION / EVENT**

Design 446  
Marketing Directors: Brian Stern & Rachel Carlson  
Brochure Designer: Design 446

**BEST WEBSITE FOR A COMMUNITY**

Mignatti Companies  
Community: Heritage Point

**BEST BUILDER MEMBER WEBSITE**

Crown Homes  
[www.CrownHomesLBI.com](http://www.CrownHomesLBI.com)  
Website Designer: 20 Twenty Graphics

**BEST ASSOCIATE MEMBER WEBSITE**

Johnny on the Spot  
[www.JohnnyOnTheSpot.com](http://www.JohnnyOnTheSpot.com)

**Honorable Mention**  
Coastal Insulation  
[www.CoastalInsulationCorp.com](http://www.CoastalInsulationCorp.com)

**BEST BUILDER MEMBER DIRECT MAIL  
PIECE**

Prima Corporation  
Marketing Director: Beverly Prima  
Designer: Design 446

**BEST ASSOCIATE MEMBER DIRECT MAIL  
PIECE**

20 Twenty Graphics  
Marketing Director: Stephanie Shaffery  
Designer: 20 Twenty Graphics

**AND**

WithumSmith & Brown  
Designer: WithumSmith & Brown

**BEST ASSOCIATE MEMBER EMAIL  
PROMOTION**

20 Twenty Graphics  
Marketing Director: Stephanie Shaffery

# **INDIVIDUAL ACHIEVEMENT AWARDS**

## **SALESPERSON OF THE YEAR BUILDER CATEGORY**

Barbara Macay, Pulte Homes

## **MARKETING DIRECTOR OF THE YEAR BUILDER CATEGORY**

Kelly Ireland Dunnder, Pulte Homes

## **MARKETING DIRECTOR OF THE YEAR ASSOCIATE CATEGORY**

Suzzane Kronenfeld, Gloria Nilson GMAC Real Estate

# **COMMUNITY OF THE YEAR GRAND AWARDS**

## **BEST ADULT COMMUNITY**

Community: River Pointe by Del Webb  
Pulte Homes  
Marketing Director: Kelly Ireland Dunnder  
Signage Designer: Design 446

## **BEST SINGLE FAMILY DETACHED COMMUNITY**

Community: Dayna Estates  
Prima Corporation  
Marketing Director: Beverly Prima  
Logo Designer: Design 446  
Brochure Designer: Design 446  
Sales Center Designer: Design 446  
Signage Designer: Design 446  
Landscape Designer: Lee Webb

## **BEST MULTI-FAMILY/MULTI-UNIT RENTAL**

Community: Toms River Crescent  
Community Investment Strategies  
Marketing Director: William Dailey

## **BEST TOWNHOME COMMUNITY**

Community: Whispering Hills  
Walters Homes  
Marketing Director: Pam Schuster  
Logo Designer: Pace Advertising  
Brochure Designer: Pace Advertising  
Ad Agency: Pace Advertising  
Sales Center Designer: Design East  
Interior Merchandiser: Design East

# OUTSTANDING ACHIEVEMENT AWARD



Civil Engineers • Land Surveyors • Planners • Landscape Architects

Shore Builders Association of Central New Jersey is proud to honor FWH Associates, P.A. in recognition for their continuous work towards the success of the Association.

Over the years, FWH has continuously been an advocate for the building industry through their generous support. They are a Shore Builders Association Master Sponsor, a wine barrel sponsor for our Industry Defense Fund Winemaking Fundraiser, and a continuous Bulletin Board advertiser. In addition to their financial support of the Association, Lee Webb is an active member of the Board of Directors, Legal/ Legislative & /Environmental Committee and Fishing Tournament Committee.

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**GLORIA NILSON GMAC REALTY**

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