

MEDIA RELEASE

November 11, 2011

For Immediate Release

Waterloo Region
Home Builders'
Association



*Promoting building excellence and tradition
in Waterloo Region since 1946*

WRHBA's 2011 Awards of Distinction Recognizing Excellence in the Residential Construction Industry

November 11, 2011 - Waterloo Region, ON – Waterloo Region Home Builders' Association (WRHBA) marked the 16th Anniversary for their Awards of Distinction at Bingemans Ballroom on November 4th. The gala event, presented in partnership with the Waterloo Region Record, hosted over 470 industry leaders, luminaries and supporters. The celebration saluted this year's industry achievers, Awards of Distinction finalists and winners.

Marie Schroeder, WRHBA's Executive Officer stated that over 75 awards were presented to representatives of virtually every sector of the Waterloo Region's home building industry. Schroeder added that, "the building industry is one of the largest driving forces in our region, and as such, it deserves recognition. The Awards of Distinction is the association's way of celebrating this dynamic sector which provides homes for thousands of residents and jobs for tens of thousands of professionals, trades and workers." Schroeder went on to say "WRHBA's member companies are among the most creative in this region and they deserve to be recognized!" The competition is open to all members of the Waterloo Region Home Builders' Association.

WRHBA's President Jamie Adam (Pioneer Craftsmen Ltd.) stated, "WRHBA's 252 members don't just build houses, they build communities and you can see from the entries, finalists and winners that they do an exceptional job!" Adam went on to say that "this event exists to recognize the highest levels of accomplishments in the home-building industry, from construction and design to renovations, advertising, presentation centres and more."

Stephanie Lake, WRHBA's Event and Marketing Coordinator noted that over 150 entries were received in the 28 categories. She commented that, "each entry was an excellent example of our industry's best in a competitive field." Lake went on to say, "our members have much to be proud of, but the gala would not be possible without the generous support of our sponsors!" Major sponsors included: Waterloo Region Record, Kitchener-Waterloo Association of REALTORS® and RBC – Royal Bank.

WRHBA member, Ted Shier (Kitchener Steel Service Centre) did a remarkable job as Master of Ceremonies for the evening. In addition to Mr. Shier's professionalism and wit, guests were treated to a Comedy in Motion performance by Bob Cates, a 4 Time Award Winning, Best Entertainer of the Year; as well as the spectacular production by Keith Kissner and his team at Straight Street Event Services. The reception featured pianist Maggie Morrison who has performed concertos with the Brantford Symphony Orchestra and the North York Symphony Orchestra in Toronto. WRHBA also invited an up and coming local singer Tara Muhlberghuber and her guitarist John Young. All received rave reviews.

Awards of Distinction Committee Chairman, Kevin Watts (Waterloo Region Record) said that "all finalists are to be applauded for their accomplishments and the range of winners congratulated on their successes." Watts continued saying, "this evening provided an excellent opportunity for builders, renovators and all members to come together and celebrate their achievements from the past year."

Judges for this year's awards included two noted architects as well as a marketing/design expert. The three drew from different backgrounds and conducted on-site judging for a number of the category entries before making their final decisions. Professionally framed photographs showed off the talents of the finalists during the reception.

WRHBA's 2011 Award of Distinction - Line up of Winners

Builder of the Year - Single Detached Home

Kenmore Homes (Waterloo Region) Inc.

Builder of the Year - Multi-Unit Home

Activa Group

Best Reurbanization Project

Auburn Homes Inc., Arrow Lofts

Built Green

Terra View Homes, Cambridgeshire

Bill Gies Presidential Award

Past President (2010-2011) Janice Kochan, Eastforest Homes Ltd.

25 Year Member Award

Canada Mortgage & Housing Corporation

Cook Homes Limited

MTE Consultants Inc.

Peto MacCallum Ltd.

Schnarr Craftsmen Inc.

Builder Member of the Year

Aberdeen Homes

Associate Member of the Year

Peter Armbruster, Activa Group

Lyle S. Hallman Award

Steve Brown, Stantec Consulting Ltd.

Vic Sellner Award

Menno S. Martin Contractor Ltd.

Rooftopper Award

Lee Deline, Eastforest Homes Group of Companies

Mark Van Dongen, Milla Homes, George Milla Construction Ltd.

Most Outstanding Single Detached Design (Two storey up to 2500 sq. ft.)

Decora Homes, a division of Eastforest Homes Group of Companies, Ruby

Most Outstanding Single Detached Design (Two storey 2501 sq. ft to 3500 sq. ft.)

Branthaven Homes, Swan

Most Outstanding Single Detached Design (3501 sq. ft. and over)

Laurel View Homes, Insignia

Most Outstanding Multi-Unit Design

Auburn Homes Inc., Arrow Lofts

Most Outstanding Kitchen (In a home up to 2500 sq. ft.)

Capital Homes Inc., Chestnut Oak

Most Outstanding Kitchen (In a home 2501 sq. ft. and over)

Branthaven Homes, Swan

Most Outstanding Bathroom (In a home up to 2500 sq. ft.)

Decora Homes, a division of Eastforest Homes Group of Companies, Ruby

Most Outstanding Bathroom (In a home 2501 sq. ft. and over)

Hawksview Homes Ltd., Mapleridge

Most Outstanding Renovation or Conversion (Under \$100,000)

Pioneer Craftsmen Ltd., Inspired Accessible Living

Most Outstanding Home Renovation or Conversion (Over \$100,000)

Slotegraaf Construction Inc., Nigol Residence

Best New Homes Sales Office

Auburn Homes Inc., Arrow Lofts

Best Interior Decorating - Model Home/Suite (Under \$30,000)

Activa Group, Laurelwood

Best Interior Decorating - Model Home/Suite (Over \$30,000)

Auburn Homes Inc., Diva Glam

Best Colour Ad

Losani Homes

Best Corporate Logo

Tice River Homes

Best Corporate Brochure

Eastforest Homes Ltd., The Eco Booklet

Best Web Site

Slotegraaf Construction Inc., www.slotegraafconstruction.com

Best E-Marketing Campaign

Auburn Homes Inc., Arrow Lofts

Best Advertising Campaign

Auburn Homes Inc., Arrow Lofts

Best Project Signage

Branthaven Homes, Nestings

Best Project Logo

Branthaven Homes, Nestings

Best Project Sales Brochure

Kenmore Homes (Waterloo Region) Inc., Pinegrove

Most Outstanding Supplier

Classic Designs

Established in 1946, the Waterloo Region Home Builders' Association (WRHBA) is the official voice of the residential construction industry in Waterloo Region. WRHBA is actively involved in all facets of the new home construction and residential renovation industries. As a voluntary association with over 250 member companies, WRHBA's network of professionals effectively manage industry issues across the region including the cities of Kitchener, Waterloo, Cambridge, and the Townships of North Dumfries, Wellesley, Wilmot and Woolwich. WRHBA's primary goals are to promote housing affordability and choice; and to build vibrant, prosperous and healthy communities through encouraging innovations and excellence in the planning and building of sustainable communities and in the redevelopment and renovation of existing communities. WRHBA works with and regularly facilitates discussions between the industry and the federal, provincial, regional, and local governments to establish fair and effective policies that affect development, building, and home ownership in Waterloo Region.