



**Media Release**  
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## HOME BUILDERS ANNOUNCE 2008 SAM AWARDS FINALISTS

**Red Deer** – The Central Alberta chapter of the *Canadian Home Builders' Association* is pleased to announce the finalists for the **2008 SAM Awards**.

“Receiving recognition from the public and peers is one of the most rewarding aspects of working in the home building industry,” said Laurie Chapman, CHBA-CA President.

All 2008 SAM and Grand SAM Awards will be presented at the *2008 SAM Awards Gala* on Saturday, April 26<sup>th</sup>, 2008, in the Waskasoo Ballroom of the Red Deer Lodge. Over 500 guests are expected for this exquisite formal event celebrating the region’s best in home building and community development.

The popular *Best New Home Awards*, incorporate curb appeal, planning and design effectiveness, and construction technology including energy efficiency features (Net Zero, R-2000, or Built Green™).

### 2008 SAM Awards Categories: Best New Home; Best Marketing; Best New Community

#### Finalists for Best New Home Up to \$229,999

Laebon Developments Ltd. for “Radcliffe”	Avalon Central Alberta for “Happiness”	Executive Builders Group for “Bousquet Residence”	Unique Elevations for “The Abilene”	Laebon Developments Ltd. for “Kirk Lima”
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#### Finalists for Best New Home Between \$230,000 - \$259,999

Sorento Custom Homes for “La Verona”	Avalon Central Alberta for “Karma”	Avalon Central Alberta for “Inspiration”	Falcon Homes Ltd. for “Jewel Residence”	Laebon Developments Ltd. for “Proulx Residence”
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#### Finalists for Best New Home Between \$260,000 - \$299,999

Larkaun Homes Ltd. for “Lane Residence”	Landmark Homes (Red Deer) Ltd. for “The Lougheed”	Executive Builders Group for “Frye Residence”	Falcon Homes Ltd. for “Pohl Residence”	Falcon Homes Ltd. for “The Elliot”
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#### Finalists for Best New Home Between \$300,000 - \$349,999

Avalon Central Alberta for “Yellow Label A”	Abbey Master Builder for “O’Connor Residence”	Falcon Homes Ltd. for “The Islington”	Abbey Master Builder for “Wolokoff Residence”	Avalon Central Alberta for “Platinum Label B”
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#### Finalists for Best New Home Between \$350,000 - \$399,999

Sorento Custom Homes for “La Marada”	Falcon Homes Ltd. for “The Pallisade”	Unique Elevations for “The Fanestelle 2”	Unique Elevations for “The Fanestelle”	Larkaun Homes Ltd. for “Boschman Residence”
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**Finalists for Best New Home Between \$400,000 - \$499,999**

True-Line Contracting Ltd.	Abbey Master Builder	Unique Elevations	Falcon Homes Ltd.	Bowood Homes
for "Chambers Residence"	for "The Catalina"	for "The Baywood"	for "Gordon Residence"	for "McPherson Cabin"

**Finalists for Best New Home Between \$500,000 - \$599,999**

Falcon Homes Ltd.	Bowood Homes	G&R Builders (Innisfail) Ltd.	Deer Run Homes (1990) Ltd.	Avalon Central Alberta
for "the Atlantis"	for "Moller Residence"	for "Layden Residence"	for "Corrin Residence"	for "Cabernet"

**Finalists for Best New Home Between \$600,000 - \$999,999**

Abbey Master Builder	Sorento Custom Homes	Bowood Homes	Larkaun Homes Ltd.	Executive Builders Group
for "Eckville Acreage"	for "The Laden"	for "Aslin Residence"	for "The Oakwood"	for "Dorval/Turner Residence"

**Finalists for Best New Home \$1,000,000 and over**

Executive Builders Group	Falcon Homes Ltd.	Select Smart Homes	Bowood Homes	Bowood Homes
for "Szakacs Residence"	for "Pardy Residence"	for "The Maestro"	for "Bateman-Thomas Residence"	for "Watts Residence"

**Finalists for Best Marketing**

Falcon Homes Ltd.	Diamond Key Homes	Avalon Central Alberta	True-Line Contracting Ltd.	Landmark Homes (Red Deer) Ltd.
for "Carriage Gate Villas"	for "Designer Series"	for "Dreaming of Home Ownership"	for "Designer – Builder"	for "Vanier Woods Grand Opening"

**Finalists for Best New Community**

Melcor Developments Ltd.		Laebon Developments Ltd.		Lamont Land Developments Ltd.
for "Vanier Woods"		for "Lonsdale"		For "Ryders Ridge Sylvan Lake"

**2008 GRAND SAM Awards**

The Grand SAM Awards are presented to the CHBA - Central Alberta Builder, and Partner Members for their outstanding accomplishments.

Grand SAM Awards are based on a combination of entries reflective of random survey, peer review, safety, innovation, and SAM Awards scores.

The *Builder of the Year* is presented to the Builder Member that has demonstrated superior achievement in design, service, safety, innovation, and marketing.

Grand SAM Partner Awards are presented as *Trade Member of the Year*, *Trade/Supplier of the Year*, and *Professional Service Member of the Year* based on demonstrations of outstanding quality of service, and superior achievement in design, safety, and innovation.

### **Finalists for Builder of the Year**

Avalon Central Alberta	Falcon Homes Ltd.	Laebon Developments Ltd.	Landmark Homes (Red Deer) Ltd.	True-Line Contracting Ltd.
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### **Finalists for Trade of the Year**

Bruin's Plumbing & Heating Ltd.	CWD Windows & Doors Ltd.	Goodmen Roofing Ltd.	Henry's Eavestrouthing Ltd.	Snell & Oslund Surveys (1979) Ltd.
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### **Finalists for Trade / Supplier of the Year**

Audio Innovations	Consolidated Gypsum Supply Ltd.	Northland Construction Supplies Ltd.	Westdeck Inc.	Windsor Plywood
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### **Finalists for Professional Service of the Year**

Alberta New Home Warranty Program	City of Red Deer, Inspections/Licensing	EnerVision – Greener Home Solutions	Howard & Company	IJD Inspections Ltd.
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**Backgrounders: Overview of 2008 SAM Awards and Association highlights are attached.**

**Additional Information is available from:**

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## **Backgrounder**

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### **Overview of the 2008 SAM Awards**

A unique feature of the SAM Awards program is that local members can compete in regional, provincial and national SAM competitions; therefore, making the SAM Awards one of the most extensive and prestigious of all home building awards ceremonies across Canada.

#### **Program with transparency and integrity**

Judging of SAM Award entries must be transparent, democratic, and of the highest integrity. Thus the panel of judges includes customers of entrants through random survey, and peer review.

In Central Alberta, peers are carefully selected to have no affiliation with entrants, expertise in their chosen field, and have distinguished themselves beyond reproach. Their feedback is incorporated through an on-site judging process. In 2008, industry peers have come from such respected organizations as the:

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|--|--|
| ★ Alberta Building Officials Association     | ★ Parkland Regional Safety Committee   |
| ★ Alberta Urban Municipalities Association   | ★ National Kitchen & Bath Association  |
| ★ City of Vernon                             | ★ Central Alberta Economic Partnership |
| ★ Alberta Low Impact Development Partnership | ★ Climate Change Central               |

#### **Recognizes safety and innovation**

SAM Awards recognize the most creative work and professional accomplishments in aspects of the region's housing industry:

First and foremost though is safety. Incorporated into each award category is recognition for Members' innovative improvement of visitor and worker safety, instituting workplace best practices, and earning construction safety credentialing.

The popular *New Home Design Awards*, incorporate curb appeal, planning and design effectiveness, and construction technology including energy efficiency features (Net Zero, R-2000, or Built Green™).

Judging for the *Best Marketing Award* is based on effectiveness of the concept, message, design, and overall appeal, for such communication types as: indoor/outdoor signage, brochure, direct mail piece, moving media (TV/Video), radio commercial, print ad, website, and word-of-mouth recommendations.

### **Gala presentation**

All 2008 SAM and Grand SAM Awards will be presented at the *2008 SAM Awards Gala* on Saturday, April 26<sup>th</sup>, 2008, in the Waskasoo Ballroom of the Red Deer Lodge. Over 500 guests are expected for this exquisite formal event celebrating the region's best in home building.

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## **Backgrounder**

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### **About the Canadian Home Builders' Association-Central Alberta**

Since 1956, members of the *Canadian Home Builders' Association – Central Alberta* have served to fulfill the basic human need for security of shelter.

The Red Deer-based, not-for-profit, trade association the CHBA - Central Alberta is a recognized *Alberta Promise Builder* representing more than 170 member organizations involved in home building, land development, remodeling, multifamily construction, property management, municipal government, post-secondary education, subcontracting, design, housing finance, building product manufacturing and many other aspects of the residential construction industry.

For 50-years, Members of CHBA-Central Alberta have worked together to build a strong and professional housing industry in the region. Association activities are focused to three areas:

- 1. Working to promote and protect the interests of consumers.**  
Members believe that all Canadians have the right to decent, safe and appropriate housing. We also believe that all Canadians have the right to a reasonable opportunity to own a home.
- 2. Working to support professionalism of CHBA-Central Alberta Members.**  
We believe that skills, experience and integrity are the cornerstones of professionalism. The CHBA- Central Alberta provides Members with opportunities to learn, grow and take pride in what they do.
- 3. Working towards stable business environment for CHBA-Central Alberta Members.**  
The CHBA-Central Alberta is committed to a fair and competitive marketplace where all members have the opportunity to operate their business profitably.

More information for can be found by visiting [www.chbcentralalberta.ca](http://www.chbcentralalberta.ca)

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