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Southam Design wins seven trophies; Minto receives special Community Builder recognition

Mark Buckshon

IMPACT! GOHBA

Penny Southam stepped onto the stage seven times at the GOHBA Housing Design Awards, probably setting a single-evening record in the event's 25-year-history.

"We had some fabulous submissions," she said after the Oct. 18 gala at The National Gallery. "The competition was strong as well, which makes it all that more amazing and wonderful. I won against people I've admired for years."

Southam shared credit for five of her awards with Gallivan Construction Ltd. The two companies have worked together on projects since 2001. Tom Gallivan said his business uses a team management approach, where individual employees are aware of everything going on and are given the authority to make their own decisions. In addition to renovation work, Gallivan's 19 employees handle new construction and commercial projects.

The awards gala recognized other accomplishments, of course – the independently judged competition is one of the most effective marketing resources for GOHBA members, and for the association, provides an opportunity to recognize contributions of industry leaders and businesses who go beyond the norm in serving the industry and community.

Notably, Merkle Supply Ltd. president Robert Merkle, who has served on the GOHBA Board for 21 years, presented a special Community Builder Award to the Minto Communities Inc.

"This member firm has made enormous contributions in making Ottawa one of the safest and most beautiful cities in the world in which we live," Merkle

said. "This member firm has and continues to contribute to communities, schools, hospitals and hundreds of charities in every conceivable way – in fact, this firm contributed to over 200 organizations in just the past year alone."

Merkley presented the award to Jacques Brisson, Minto's vice president of construction, with GOHBA president Bob Ridley, vice president of Minto suburban communities, and Jack Stirling, vice president land development.

Other key awards included:

The Ottawa Citizen People's Choice Award

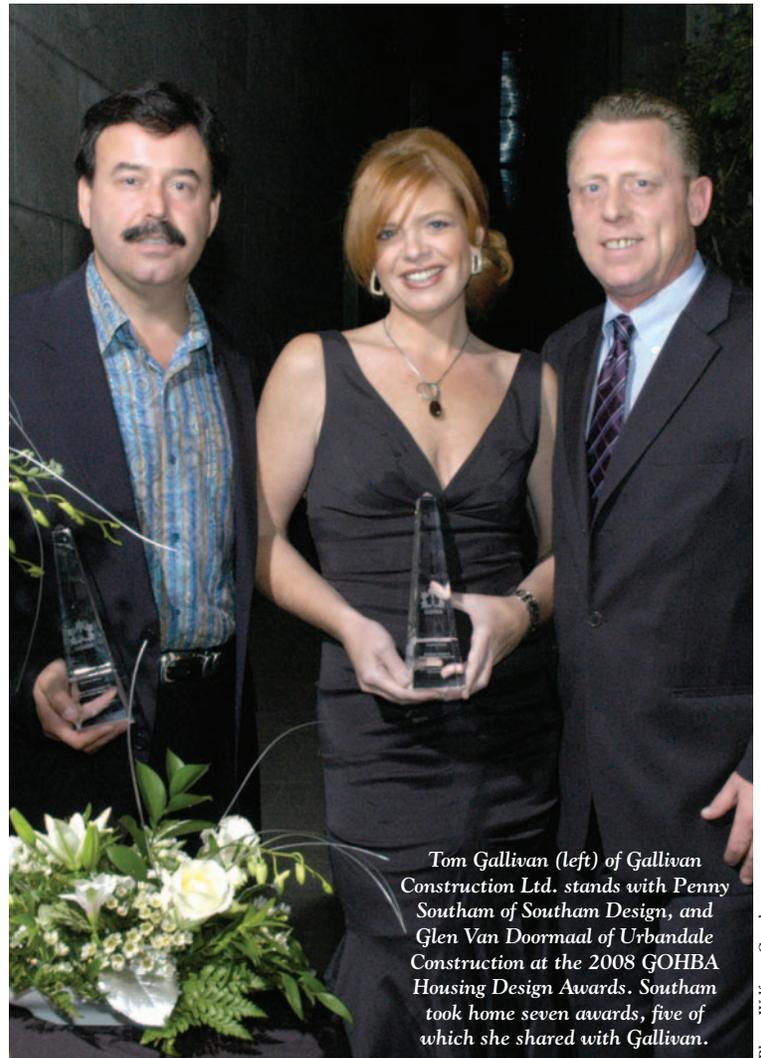
Hundreds of people attending the Capital Fall Home Show in September selected a project from **Gerhard Linse Design and Building Consultants** as their favourite – earning them the Ottawa Citizen People's Choice Award.

Colonel Boss Trophy – Person of the Year

Minto's **Jack Stirling** received this award, presented to the individual for outstanding dedication and service to the association.

Fred Nielson Trophy – Company of the Year

Caroline Castrucci of **Laurysen Kitchens** accepted the award for the company that has made outstanding and lasting contributions to the association and the housing industry. "It is a tremendous honour," she said in accepting the award. "We've been involved with the association for a number of years. The associa-



Tom Gallivan (left) of Gallivan Construction Ltd. stands with Penny Southam of Southam Design, and Glen Van Doormaal of Urbandale Construction at the 2008 GOHBA Housing Design Awards. Southam took home seven awards, five of which she shared with Gallivan.

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Comedian Cunningham Revs Up SAM Awards Gala

Johnathan Monk

IMPACT! GOHBA Staff writer

Under the emcee-ing mastery of funny man James Cunningham, the annual Sales and Marketing Awards, version 2008, had a “totally different element” to it, according to first year Sales and Marketing Council Chairperson Marietta D’Alessio.

D’Alessio said adding the comedian definitely put a different spin on the SAMMY’s.

Cunningham’s credentials heading into the early September show are impressive. He’s had two gala performances at the Just For Laughs Comedy Festival and has had two one-hour comedy specials on CTV and the Comedy Network.

The addition of the crowd-pleasing jokester to the roster seems to have a good move, as this year’s attendance was nearly double that of last year.

The show got its start

seven years ago as part of the Housing Designs Awards Gala.

According to association executive officer John Herbert, the Gala had reached a point where it was running too long, therefore justifying the split of the two awards.

Traditionally the show runs as a luncheon, but this year the addition of Cunningham, as well as other factors, gave it a late-night atmosphere. Although the event has been successful in the past, this year, the SAMMY’s were clearly re-energized.

While there was much fun to be had, there was also business to attend to – the business of handing out hardware to those voted most worthy by a panel of judges.

The awards, ranging from such categories as Best Single-Family Home 2,500-2,999 Square Feet; Best Single-Family Home



3,000-3,999 Square Feet; Builder Sales Assistant; Best Colour Print Ad for a builder; and Best Marketing Innovation, among others, were offered in 15 separate areas. In total there were nearly 100 submissions, decided by five judges who reside outside the local area.

The big winner was Mattamy Homes, earning what D’Alessio deems a “Mattamy sweep.”

New to the Ottawa area, Mattamy took home a total of six awards, including the Grand SAMMY. The Grand SAMMY recognizes

the best marketing campaign as a whole. GOHBA president Bob Ridley presented Mattamy with the award and said the company earned it by demonstrating continuity, complete branding, as well as showing themselves to be “very Ottawa.”

Mattamy’s award-winning projects included their Brentland model home which earned the Best Townhome Model Over 1,500 Square Feet award; their Springbanks model won for Best Single-Family Home 2,000-2,499 Square Feet; their Half Moon Bay project in Barrhaven garnered the Best Project Logo/Identity honours; as well as Best Builder Sales/Presentation Centre; and Best Builder Brochure.

Model homes built by Monarch Corporation and Larco Homes also received recognition.

Other winners included Larco Homes for The Best Single-Family Home 2,500-2,999 Square Feet and Best Adult Lifestyle Model Home award for their Montrachet model. Monarch also won the Best

Single-Family Home 3,000-3,999 Square Feet prize for their Evergreen model in Barrhaven’s Stonebridge community.

Other winners were Builder Sales Assistant by Libby Fitzgerald of Cardel Homes; Builder Sales Representative by Joy Kerr of Monarch Homes; Best Colour Print Ad for a builder by Monarch Homes for Bradley Estates; Best Colour Print Ad for a trade supplier by Gaylord Forest Products Ltd.; Best Trade Brochure by Kitchen Craft Cabinetry; Best Marketing Innovation by Tamarack Homes for their public transportation advertisements on OC Transpo buses; and Best Web Site - trade/renovator by Merkley Supply Ltd.

And just to top the successful night off with a grand finale, the door prize, offered in a Deal or No Deal style, was a \$2,000 Las Vegas trip, won Nadia Nardi-Lamadelein of PMA/Brethour Group.

D’Alessio is very pleased with the turnout and the product she and her cohorts brought to the table this year. Her only concern, she said, is how they’re going to top it for next year.

“If we continue this trend of making the event entertaining, maybe it’ll bring businesses back again next year,” she said. “We just have to make it inviting.”

However, D’Alessio believes the entertainment value isn’t the only thing that’ll bring ‘em back in droves. The networking and the recognition of receiving an award play a huge role in the success of the businesses that get involved with the Sales and Marketing Awards.

“Our belief is next year, due to the success of this year, people will look forward to the opportunity,” she said. “It’s a chance for homebuilders and other members to strut their stuff.”



Mattamy Homes was the big winner of the day, taking home six SAMMY awards, including the Grand SAMMY.

Housing Design Awards

Continued from page 1

tion does mean an awful lot to Lauyrsen Kitchens. It makes us who we are.”

Enbridge Hall of Fame Award

In presenting the award to **Richcraft Homes, Will Akkermans** from **Enbridge Gas** said: “This award recognizes a firm or individual who has truly shaped the industry and left their mark . . . They have consistently demonstrated an unwavering commitment to efficient, reliable client service.”

Housing design awards judges were: Dexton Bennett, Thomas Blood Architects; Chis Hewett, Algonquin College; Bill Renaud, Re-Max Metro City Realty Ltd; Fernando Ribas, J.L. Richards (retired); and Don Westwood, Professor Emeritus, Carleton University.

Housing Awards Committee members are: Chairperson Chuck Mills, Chuck Mills Residential Design and Development Inc.; co-chairperson, Linda Denyes, Larco Homes; members John Corvinelli, Corvinelli Homes; Krista Durie, Canada Lands Company; Greg Gaylord, Gaylord Forest Products;

Wolf Grambart, Wolfgang Grambart Photography (Honorary lifetime GOHBA member); Ann Logan Kott Lumber Company; Valerie Newton, GOHBA Special Events Co-ordinator; Paddy Richer, Enbridge Gas (retired), GOHBA Honourary Lifetime Member; Sarah Robinson, GOHBA; and Jamie Winters, Amsted Construction Ltd.

The Gala was sponsored by The Ottawa Citizen.

Other sponsors included: Merkley Supply, Direct Energy, Taron Warranty, The Royal Bank; Enbridge Gas Distribution, Kott Group, Westboro Flooring and Decor and Rogers Ottawa.

Enbridge Gas Distribution
Congratulates

**Richcraft Group
of Companies**

Winner of the Enbridge
“Hall of Fame” Award
and wishes them continued
success within
the builder community.

The Enbridge “Hall of Fame” Award is presented to a company who has provided at least twenty-five years of service and dedication to the housing industry and to the Greater Ottawa Home Builders’ Association (GOHBA). The winner is selected by past GOHBA Presidents and the current Board. Consistently demonstrating an unwavering commitment to the local builder community, “Hall of Fame” award winners helped the housing industry grow with efficient and reliable service. As an industry leader, this company has effectively impacted the success of the home builder community for the benefit of all members of the GOHBA.

ENBRIDGE

