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**SMC brings home the gold
Award is second time NEFBA's SMC
has been named top in the nation.**

Northeast Florida Builders Association Sales and Marketing Council was recognized as the best SMC in the nation at the International Builders Show held in Orlando in February.

SMC previously won the coveted award - which is presented by the National Sales and Marketing Council of the National Association of Home Builders - in 2006.

"The awards ceremony was attended by all the SMCs from across the country, builders and other affiliate members. There were close to 1,000 people there, so it was quite an honor and quite flattering to receive the award in front of all our peers from across the country," said NEFBA's 2007 SMC chair Steve Williams.

"We were quietly confident that in a challenging year like this, that our members would step up to the plate and steady our membership. We fought to stop the decline and maintain our membership to 600 members and are trying to move it up to 725, where it was a few years ago."

Much of the judging for the award is based on a scrapbook summarizing the SMC's year.

"We have to give kudos to Renaissance Creative in putting together our scrapbook," Williams said. "Tim Hamby and his group were very good at painting us in our best light."

Williams and Amanda Randolph, NEFBA's Sales & Marketing director, accepted the award. Also attending the awards were SMC members Cal Williams with Beazer Homes, and Anita and Gordy Millar with Royal Highlander Real Estate.

The runners up were SMCs from Tampa Bay, Raleigh, N.C., and Riverside, Calif.

The National Sales and Marketing Council Awards – known as The Nationals – are the largest and most prestigious awards for new home sales and marketing achievements for individuals and councils. The presentation of the Best SMC of the Year award is one of the highlights at the NAHB's International Builders Show.

NEFBA's SMC won the award in the category for councils with more than 500 members.

The Sales and Marketing Council of the Year award is presented to a council for outstanding organization, program, education, community involvement, promotion and membership development.

NEFBA's SMC was founded in 1986. The council offers members training programs, networking events and recognition to industry professionals.

For more information about the SMC, contact Amanda Randolph at arandolph@nefba.com or call (904) 725-4355.



(caption)

Steve Williams (left) and Amanda Randolph (right), accepted the award for the Best SMC in the Nation at the International Builders Show Feb. 14.

The Northeast Florida Builders Association, Florida's largest builders association, provides education, research, legislative representation, media relations, promotions and programs for its 2,000-plus builder and associate members. The association is celebrating 64 years of service to members and to the community through various charitable efforts.