

October 2021

# OnSite

METROPOLITAN BUILDERS & CONTRACTORS ASSOCIATION OF NJ MAGAZINE

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METRO GOLF CUP**

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### OnSite / October 2021

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**Mission Statement:** Metro is a professional organization that shall serve to protect and advance the rights and interests of builders, remodelers and associates in all matters affecting the building and remodeling industries. Metro shall support the business interests of all its member firms, support safe and affordable shelter, and foster the American dream of home ownership.

**Vision Statement:** Metro is the leading trade association for the construction industry. Metro inspires active membership through professional development and advocacy. We embrace free markets to promote cost effective housing in NJ.

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# President's Message

## October 2021

Thank you to Ken Fox of Fox Architecture for Chairing the Golf Committee and bringing the Fifth Annual Metro Golf Cup to life. On behalf of Ken and myself thank you to all the sponsors, volunteers and golfers that helped make this year's event a success.

Over the last few weeks, I participated in few town hall style meetings with NAHB, our local NAHB Representative, NJBA, Presidents from other HBA's in a few other states and members. We discussed what we need to do as a HBA to grow in the years to come and what our industry is facing today and in the future. More importantly, to me, what we need from them to share in the success as we are all in this together.

I have always been impressed with the quality of our members, but at these particular events, I was especially so. Those present were as knowledgeable and concerned as I, about the state of our economy, our industry and our own businesses. Good questions were asked and we were enthusiastic about the many member services Metro, NJBA and NAHB offers, and wanted to help them understand what they can do different to make membership better.

That's the key: Members willing to get involved. Especially in challenging times, a successful association starts with its members. The members willingness to participate in programs and take advantage of the many member benefits, and their readiness to serve the association in positions of responsibility. It was a real eye opener.

While right now we are all busy and some thriving even with the labor shortages, lumber prices and supply chain challenges. But what's really more concerning is the legislation side of the industry and the major impacts it will have on us all. That's what NJBA and NAHB focus is on protecting this industry. I urge all of you read the emails that NJBA and NAHB send out, understand what changes are coming and the long-lasting impact it will have on your future.

Finally, the nominating committee has put forth a slate of officers that has been approved by the Board of Directors that calls for a vote of the general membership. As members of Metro, we all have a duty on November 11th, at the Bridgewater Manor, to vote in this slate of officers to lead us next year. I would ask that **ALL** of you please come out and support our 2022 Officers and Board of Directors and cast your vote!!

**Ronnie Glomb**  
2021 Metro President



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Applying for membership has never been easier - send potential members to the Metro Website: <https://www.metrobca.org/> have them scroll down to BECOME A MEMBER in the white box on the right hand side. Click on that and it will lead them straight to our online application through Billhighway. Members can now choose to pay dues in full, four (4) quarterly payments, or 12 Monthly installments.

*We are running this through the end of the month - October 31st.*

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## KIM'S CORNER

As we head into fall I feel as though this is when the months really start to fly by. I personally cannot believe that we are already into October with only a couple more months until 2022 arrives.

Along with 2022 will come a brand-new Executive Board and Board of Directors for Metro. I believe I have mentioned this before, that change can be scary, but in a world that is constantly changing around us – change is the only constant in life. Change is the one thing we can count on. With that being said, I urge each and every one of you to attend Metro's upcoming General Membership Meeting: Metro's Election of Officers on November 11th. This is the night where members of Metro vote for the 2022 Executive Board and Board of Directors. If you have been thinking about becoming more involved with Metro this is a great time to start.

Another great way to get involved with Metro is by joining one of our Councils or Committees. We have:

**Sales and Marketing Council (SMC)** – a NAHB and Metro Council where you can learn the most up-to-date sales & marketing trends, network with others in the same business, increase your professionalism, etc.

**Professional Women in Building (PWB)** – this NAHB and Metro Council is the voice of women in the building industry, dedicated to promoting industry professionalism

**Remodelers Council** – a NAHB and Metro Council for professional remodelers with a wide variety of benefits and resources, including exclusive professional development, industry-specific education, networking opportunities as well

as information on the latest legislative and regulatory issues

**Membership Committee** – helping out Metro's Membership Chair, David DeBonis, with the Metro Mentorship Program along with the Business Directory, New Member Orientation, etc.

**Golf Committee** – interested in helping out Metro's Golf Chair, Ken Fox, with putting together one of our biggest events of the year the Annual Metro Golf Cup with outreach, collecting swag, finding sponsors, helping out day of on the course, etc.

**Awards of Excellence Committee (AOE)** – interested in helping our 2022 AOE chairperson with putting together our Annual Awards show from outreach to finding sponsors to set up to Emceeing to handing out awards

Not only do you start making a name for your company and yourself within Metro but I can promise you – you will get to know Michele, Mezzie and I very well, especially if you join one of the committees. I know some of you have great ideas – this is your opportunity to be heard and be part of the change that is happening within Metro.



**Kimberly Nordstrom**, Office Manager  
[knordstrom@metrobca.org](mailto:knordstrom@metrobca.org)

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first Wednesday of  
every month.



## MICHELE'S EO PERSPECTIVE



October has been an active month for Metro. The Fifth Annual Metro Cup held at the Royce Brook Golf Club in Hillsborough was a huge success. We had over 80 golfers join us for a round of golf and an eventful tricky tray dinner. A round of applause goes out to our Golf Chair, Ken Fox of Fox Architectural Design and the golf committee for putting this memorable event together.

We have also extended our Metro Membership Drive until October 31 and made it much more enticing. Now you will receive greater monetary credits towards your membership. Refer One Member \$50 off, Two Members \$150 off, Three Member \$300 Off, Four Members \$400 Off and Five or more members earns you a Free Membership. But hurry, these great incentives expire 10/31/21.

Last but not least, many of our members will be joining us down in Atlantic City for the ABC Convention Oct. 11 – 13th. I look forward to seeing many of our members down there and bringing home the 'SAM Industry Awards' for your great workmanship. Good luck!

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
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Dacor luxury kitchen appliances have a rich heritage of innovation within the appliance industry. Established in 1965 in California, we pride ourselves on designing and manufacturing cooking, cooling and cleaning products with best-in-class design and craftsmanship, integrated technology and outstanding performance.

Our appliances incorporate state-of-the-art technology to offer a superior cooking and refrigeration experience that only Dacor can provide.

For example, in our cooking products, a Wi-Fi enabled LCD touch screen serves as a culinary command center, featuring easy-to-follow, intuitive controls, and guided step-by-step recipes. Superior convection technology in a unique RealSteam oven gives you absolute steam control and guarantees faster, healthier cooking.



SmartThings means seamless connectivity: From monitoring all your appliances to remotely controlling temperature and pre-heating your oven before you get home. You can even view the contents of your refrigerator from the store, to check what you need.

Create your culinary masterpiece with beautifully designed products and the latest technology. Dacor is the leading-edge luxury appliance brand — unrivaled in today's connected-kitchen marketplace.

Dacor appliances provide premier design versatility. Fully customized refrigeration and cooking appliances blend seamlessly with your cabinetry and kitchen design. With Dacor Exclusive Finishes, including Graphite Stainless Steel and Silver Stainless Steel, horizontal brush strokes match fine wood perfectly. Regardless of a customer's kitchen design or style, Dacor offers a solution.

To meet each homeowner's distinct needs, Dacor developed product styles that reflect unique and diverse kitchen environments. The three lines — Professional, Transitional and Contemporary — give designers and consumers options that are perfect for the homeowner's specific cooking needs, as well as their preferred design aesthetic.

Dacor's Professional style features high-performance cooking in an elevated suite of kitchen appliances, for the likes of culinary enthusiasts, chefs and large groups. Adorned with unique horizontal hairline stainless steel, the Professional style features industry-leading capacity in its ovens, column refrigerators and freezers — as well as extra-large burners and grates on ranges and cooktops. The Professional style provides reliability and power without compromising on the brand's signature luxurious and sophisticated aesthetic.

The Transitional style is designed for consumers who love to cook. A touch of integrated technology is paired with premium, hand-made craftsmanship, while retaining the high-quality functionality and performance at the core of Dacor. Breaking the traditional notion that product features must be



Throughout Dacor's 56-year tenure, the brand has not only remained an essential part of the design community, but has evolved with the industry, creating multi-functional appliances that allow for a new level of quality, flexibility and personalization. These latest introductions and new offerings reflect the ever-changing needs of the marketplace as well as evolving demands of the home. At-home cooking has become more prevalent than ever, and the kitchen has transformed into a necessary sanctuary. This trend has further established the need for appliances that are not only powerful and efficient, but also safe, smart and resilient for home cooks of every level.

either tailored only towards technology or only towards performance, the Transitional style is a more stylistic option that bridges both worlds without compromise.

The Contemporary style reflects the evolving market of the luxury home kitchen category, and a new vision for the future of luxury kitchens. Through sleek design, high-quality craftsmanship, and integrated technology enhancements, the Contemporary style blends leading innovation with luxury aesthetics and premium features to further champion the kitchen as the most important place to connect and create unforgettable meals. Complete with Wi-Fi connectivity and easily controlled by the SmartThings app, the Contemporary style features sophisticated but inviting next-generation creative cooking, cooling and cleaning appliances that allow users advanced control over their kitchen.





## MODERN LUXURY

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At Dacor, our purpose is guided by a philosophy of Modern Luxury. We design appliances that are born from the intersection of luxury and modernity. By blending superior materials with technology, Dacor delivers heightened experiences making your home genuinely unique.

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For builders, the priority is creating kitchens that address the changing needs of your buyers and delivering on the promise of smart, connected homes. For homeowners, the priority is creating meals and memories, and connecting with family.

You can experience more of Dacor in our three world-class showrooms, in Southern California, Chicago and New York. They create an immersive brand experience for homeowners, members of the design and builder communities and retail partners.

The showrooms offer guided tours with Dacor specialists that can help in every situation, whether it's designing a kitchen from scratch or looking for an appliance upgrade. An on-site professional cooking demonstration space allows for hands-on experiences and product education. Dacor offers cooking demos for prospective or existing customers, and hosts events for the design and builder communities.

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# CONGRATULATIONS TO THE WINNERS OF OUR FIFTH ANNUAL METRO GOLF CUP!

## **SESI**

*LET'S PAR-TEE!*

The Fifth Annual Metro Golf Cup happened on Tuesday, October 5th and we are happy to say we lucked out with the weather! We were a little nervous that the event might get rained out but the weather pulled through and our Fifth Annual Metro Golf Cup was able to go on as planned.

Everyone had an amazing time - golfers went up against our present pro golfer, Michael Michaelides, drinks were had, Mulligans were used here and there, new friendships were formed and prizes were won! As mentioned above SESI and their team: Roger Hendrickson, Michael St. Pierre, John Nederfield and Richard Boisch - won the Metro Cup this year and John Cioletti won Metro's 50/50.

We cannot thank all of our sponsors and volunteers enough. We are gracious to our Premier Sponsor: DACOR, for helping out with this event. Along with our Corporate Sponsors: SESI and Fox Architectural Design, Eagle Sponsors: Valley Bank and 84 Lumber, Birdie Sponsors: Menlo Engineering and Smolin, Dinner Sponsor: Crown Point Cabinetry, Bag Tag Sponsor: Belmont Construction, Scorecard Sponsor: BD Capital, Beverage Cart Sponsor: Country Classics and our TEE sign Sponsors: Custom Sign Source, Dupont-Tyvek, Fulton Bank, and TD Bank.

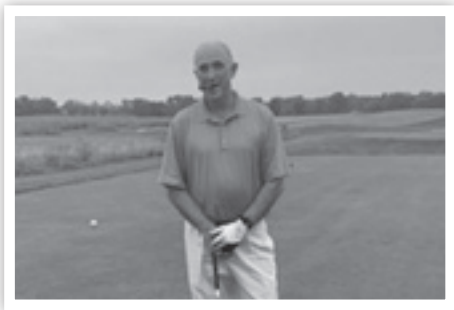
Also, a HUGE thank you to those who gave us Swag for our Fifth Annual Metro Golf Cup gift bags. The golfers and dinner guests went home with some pretty nice items this year.

Of course, another thank you must go out to everyone who gave Metro items for the Tricky Tray - it was very much appreciated. From a TV to a golf foursome to an LED light to liquor to golf gear/apparel to movie tickets - people had a lot of different choices to choose from. The item with the most tickets - a bottle of liquor and books donated by Todd Smith.

As always, Ken Fox of Fox Architectural Design, put together a fantastic event. I think I can speak for all of us when I say thank you, thank you, thank you for such a fun day and we are already looking forward to the Sixth Annual Metro Golf Cup outing in 2022.

# FIFTH ANNUAL METRO GOLF CUP

The Winners! The SESI Team - Roger Hendrickson, John Nederfield, Michael St. Pierre and Richard Boisich  
of CRISP Insurance Advisors pictured with here with Golf Pro, Michael Michaelides.



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Please Join Metro for our next

**General Membership Meeting  
and  
Election of Officers and Board of Directors**

**Thursday, November 11th  
6:00 pm**

Bridgewater Manor  
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**Guest Speakers Include:**

Josh Mann - NJBA update  
Mike Kurpiel - NAHB update  
Todd Smith - Royce Joseph Capital "How to Overcome Speed Bumps in Business"

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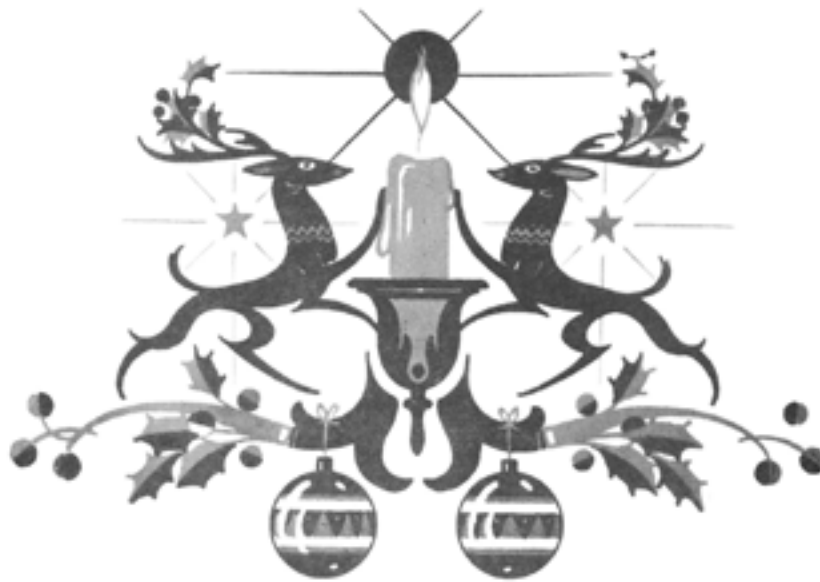
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# INSTALLATION DINNER & HOLIDAY PARTY



**FRIDAY, DECEMBER 10<sup>TH</sup>**

STARTING AT 6:00 PM

**HANOVER MANOR**

16 EAGLE ROCK AVE  
EAST HANOVER, NJ 07936



# ASSOCIATE APPRECIATION

*THANK YOU!*

**TODD SMITH,  
ROYCE JOSEPH CAPITAL**

Todd is one of Metro's newer members but since joining us earlier this year he has jumped in with both feet. He is the founder of Royce Joseph Capital - a commercial funding company, Ramapo College SBDC Consultant, author and has even served on the BOD of Community Hope, New Jersey's largest nonprofit that works to address the homeless veteran crisis. Todd was selected to receive the 2021 Leaders in Finance Award by NJBIZ Magazine. The Leaders in Finance awards programs celebrates NJ's financial executives who contribute to the success of their companies as well as their community. He earned his recognition within the SBDC through his work within the center's Economic Recovery Task Force Initiative which has aimed to connect student volunteers with the center's professional business management consultants in order to deliver comprehensive services to small businesses negatively impacted by the Covid-19 pandemic. At Metro he has already joined the Membership Committee - helping Dave DeBonis with creating a Metro Mentorship Program and Golf Committee - volunteering at the Fifth Annual Metro Golf Cup.

**TAMMY MURRAY,  
ANDERSEN WINDOWS AND DOORS**

Tammy Murray of Andersen Windows and Doors has been an Associate Member of Metro since 2018. She has been part of the Andersen Corporation for over 7 years and is a dedicated Sales Professional committed to Relationship Building, Communication, and Solution Seeking in the Building Products Industry with an overall goal of Enhancing the Customer Experience. She is skilled in Joint Business Planning, Cross-Functional Teamwork and a Proven Track Record of Achieving Budget. Andersen Windows and Doors has designed, manufactured and marketed premium windows and doors for more than 115 years. They help craft their customers dreams into reality with design solutions for every style as self-expression is the core of their company and lives in the spirit of their customers and pro partners. This past year for Metro, Tammy was the Awards of Excellence chairperson and put on an amazing award show as host and Emcee. Tammy can light up any room she walks into. We are lucky to have her and Andersen so involved with Metro - especially as one of our Gold Hammer Sponsors. To know Tammy is to automatically love Tammy.

## **JACKI MELCHIOR, SSS CUSTOM CLOSETS**

Jacki Melchior of Sophisticated Storage Solutions – now known as SSS Custom Closets – joined Metro in 2020 and is a co-chair of our Professional Women in Building Committee. SSS Custom Closets came to be almost 20 years ago when she stared into her closet and thought to herself, “one pole, one shelf just isn’t working.” There were clothes that were dragging on the floor, other items with no places to go and wasted space above and below. They design walk-in and reach-in closets, home offices, pantries, laundry rooms, garages, storage rooms and professional spaces. Jacki is dedicated and innovated in everything that she does when it comes to her company and helping out with events at Metro.

## **FRANZ LAKI, SESI CONSULTING ENGINEERS**

Franz Laki of SESI Consulting Engineers took over as the Associate Member of Metro for SESI back in 2020 for Roger Hendrickson who joined back in 2011. Franz jumped right on into the deep end when he joined the 2021 Awards of Excellence Committee. Laki is a professional civil engineer licensed in the state of New Jersey with experience in various aspects of design and construction. He worked mainly roadway and land development projects but has since joined the heavy construction industry where he has expanded upon his engineering experience while developing new skills he has learned as an estimator. SESI provides value engineering for owners, developers and the construction industry. Through execution of a comprehensive, coordinated approach, SESI manages projects from concept through completion. Their staff of licensed professional engineers and LSRPs maintain close, continual contact with clients while utilizing project-specific, construction-focused techniques to provide functional and economical solutions. SESI is currently celebrating their 45th anniversary which means 45 years of amazing clients and projects. SESI, as a whole, is constantly involved with Metro events and a Gold Hammer Sponsor.

## **TONY CRETELLA, CUSTOM SIGN SOURCE**

Tony Cretella, owner and President of Custom Sign Source, joined Metro as an Associate Member in 2017 and helps out in any way that he can. He is part of the Sales and Marketing Council that hosts a monthly breakfast, a member of the Grillin N Chillin committee and Golf committee and Metro’s number one place for signage. Tony is part of Metro’s Board of Directors and always ready to lend a helping hand. His goal is always 100% customer satisfaction. Custom Sign Source is a sign manufacturer that can help your business grow by getting you noticed with unique and creative signs and strategic marketing campaigns. They can handle all your sign needs from a simple banner or Tee sign to a vehicle sign to a sign as complex as a large lit building sign. Custom Sign Source is customer focused, striving to exceed customer expectations in all that they do by delivering quality and value and provide a customer experience that is second to none. They share their success with the community by giving their time and resources to local initiatives that fit in with their beliefs, goals and attitudes.

# 2021 Sales and Marketing Award Winners

**Rising to the Occasion Award for a Builder or Associate Member**  
Penn Jersey Signs

**Above and Beyond Community Service Award**  
Lennar

**Best Logo Design for an Attached or Mid-Rise/High-Rise Community**  
365 Ocean  
Mark Built Homes  
Design By: WhiteHOT Design

**Best Logo Design for a Rental Community**  
The Grove at Piscataway  
BNE Real Estate Group

**Best Logo Design for a Detached Community**  
Venue at Smithville Greene  
Lennar  
Design By: Design 446

**Best Brochure for an Attached Community**  
Heritage at Middletown  
American Properties Realty Inc.  
Design By: Design 446

**Best Brochure for a Mid-Rise/High Rise Community**  
Solaia  
Skyline Development Group LLC  
Design By: New World Group

**Best Brochure for a Detached Community**  
Venue at Smithville Greene  
Lennar  
Design By: Design 446

**Best Brochure for a Rental Community**  
Camelot West at Marlboro  
Kaplan Companies  
Design By: Studio F Design

**Best Brochure Using a Corporate Jacket**  
Autumn Ridge at Lopatcong  
Larken Associates  
Design By: Design 446

**Best E-Brochure for a Community**  
FEM South Beach Urban Renewal, LLC  
FEM Realty Group, LLC

**Best Ad One-half Page and Under**  
FEM South Beach Urban Renewal, LLC  
FEM Realty Group, LLC

**Best Ad Over One-half page**  
365 Ocean  
Mark Built Homes  
Design By: WhiteHOT Design

**Best Banner Ad**  
Inwood at Renaissance Square  
Canoe Brook

**Best Eblast**  
FEM South Beach Urban Renewal, LLC  
FEM Realty Group, LLC

**Best Use of Social Media**  
Autumn Ridge at Lopatcong  
Larken Associates

**Best App or online interactive tool**  
Patriots Square  
Lennar

**Best On-line Video/YouTube**  
Woodmont Parc  
Woodmont Properties

**Best Billboard Print or Digital**  
Inwood at Renaissance Square  
Canoe Brook

**Best Direct Mail Piece or Direct Mail Campaign**  
Solaia  
Skyline Development Group LLC  
Design By: New World Group

**Best Website**  
365 Ocean  
Mark Built Homes  
Design By: WhiteHOT Design

**Best Website for a Rental Community**  
Woodmont Parc  
Woodmont Properties

**Best Sales Office 800 Square Feet or Less**  
Patriots Square  
Lennar  
Design By: Design 446

**Best Sales Office Over 800 Square Feet**  
365 Ocean  
Mark Built Homes  
Design By: WhiteHOT Design

**Best Sales Office for a Rental Community**  
Woodmont Parc  
Woodmont Properties

**Best Design Center**  
Sharbell Development Corp.

**Best Interior Merchandising for an Attached Community**  
Heritage at Middletown  
American Properties Realty Inc.  
Design By: M.S. Designs, Inc.

**Best Interior Merchandising for a Mid-Rise/High-Rise Community**  
FEM South Beach Urban Renewal, LLC  
FEM Realty Group, LLC

**Best Interior Merchandising for a Mid-Rise/High-Rise Community**  
365 Ocean  
Mark Built Homes  
Design By: Mary Cook Associates

**Best Interior Merchandising for a Detached Community**  
Venue at Smithville Greene  
Lennar

**Best Interior Merchandising for a Common Space**  
365 Ocean  
Mark Built Homes  
Design By: Mary Cook Associates

**Best Interior Merchandising for a Clubhouse**  
Woodmont Parc  
Woodmont Properties

**Best Interior Merchandising for a Rental Community**  
Vermella East  
Russo Development

**Best Interior Merchandising for an Amenity Space in a Rental Community**  
The Vestry  
Sterling Properties

**Best Landscaping Design for an Attached, Rental or Mid-Rise/High-Rise Community**  
FEM South Beach Urban Renewal, LLC  
FEM Realty Group, LLC

**Best Outdoor Living Space for an Attached, Rental or Mid-Rise/High-Rise Community**  
365 Ocean  
Mark Built Homes

**Best Outdoor Living Space for an Attached, Rental or Mid-Rise/High-Rise Community**  
The Vestry  
Sterling Properties

**Best Signage Program for an Attached, Rental or Mid-Rise/High-Rise Community**  
Autumn Ridge at Lopatcong  
Larken Associates  
Design By: Design 446

**Best Marketing Strategy for an Attached Community**  
Heritage at Middletown  
American Properties Realty Inc.



# 2021 Sales and Marketing Award Winners

## **Best Marketing Strategy for a Mid-Rise/High-Rise Community**

365 Ocean  
Mark Built Homes  
Design By: Coldwell Banker New Homes

## **Best Marketing Strategy for a Detached Community**

Venue at Smithville Greene  
Lennar

## **Best Marketing Strategy for a Rental Community**

Woodmont Parc  
Woodmont Properties

## **Best Detached Home in an Adult Community**

Regency at Allaire  
Toll Brothers  
Design By: Toll Architecture

## **Best Attached Home for a Community Under \$500,000**

Heritage at Middletown  
American Properties Realty Inc.

## **Best Attached Home for a Community Over \$500,000**

The Grove at Upper Saddle River  
Toll Brothers  
Design By: Toll Architecture

## **Best Home in a Mid-Rise/High-Rise Community**

365 Ocean  
Mark Built Homes

## **Best Single Family Detached Home Over \$500,000**

4 Coventry Road-Livingston, NJ  
Millennium Custom Homes, LLC  
Design By: Millennium Custom Homes, LLC

## **Best Custom Home Under \$1,000,000**

31 Claridge Lane - Flemington, NJ  
Fallone Group  
Design By: John P. Fallone

## **Best Home in a Rental Community with 200 Apartments or Less**

Autumn Ridge at Lopatcong  
Larken Associates

## **Best Home in a Rental Community with Over 200 Apartments**

Central & Oak  
Sterling Properties

## **Best Commercial Property**

St. Peters Episcopal Church Community Center  
Bossart Builders

## **Best Kitchen Remodeling/Renovation Project**

Burack Residence  
MS Warraich Associates

## **Best Bath Remodeling/Renovation Project**

Creative Design Construction

## **Rookie of the Year - For Sale Housing**

Abigail Iannotti  
Lennar

## **Salesperson of the Year**

Kelly Flanagan  
American Properties Realty Inc.

## **Sales Team of the Year**

Monica Chenoweth & Scott Harrison  
Lennar

## **Sales Manager of the Year**

Edwin Blanco  
The Marketing Directors

## **Marketing Director of the Year**

Hannah Yoo  
The Marketing Directors

## **Project Superintendent of the Year**

Juan Hernandez  
Skyline Development Group LLC

## **Rookie of the Year - Rental Communities**

Beejal Sakaria  
The Marketing Directors

## **Leasing Consultant of the Year**

James 'Jimmy' Mattina  
Coldwell Banker New Homes

## **Leasing Team of the Year**

Linda Nassaney, Kate Yoo & Sarah Ramirez  
The Marketing Directors

## **Leasing Team of the Year**

Michael Monterosa, Kathleen Thenor, Beejal Sakaria & Lauren Chaban  
The Marketing Directors

## **Leasing Manager of the Year**

Michael Monterosa  
The Marketing Directors

## **Leasing Marketing Director of the Year**

Hannah Yoo  
The Marketing Directors

## **Associate Member Salesperson of the Year**

Frank Lay  
Caliber Home Loans

## **Associate Member Marketing Director of the Year**

David Schoner  
Coldwell Banker New Homes

## **Best Logo for an Associate Member**

Penn Jersey Signs  
Design By: Michelle Griffin

## **Best Brochure for an Associate Member**

Coldwell Banker New Homes  
Design By: WhiteHOT Design

## **Best Ad One-half page and Under for an Associate Member**

Caliber Home Loans

## **Best Ad Over One-half page a for an Associate Member**

Caliber Home Loans

## **Best Direct Mail Piece or Direct Mail Campaign for an Associate Member**

Design 446

## **Best Use of Social Media for an Associate Member**

Design 446

## **Best Digital Display for an Associate Member**

Design 446

## **Best On-line Video/YouTube for an Associate Member**

Caliber Home Loans

## **Best App or online interactive tool for an Associate**

Caliber Home Loans

## **Best Website for an Associate Member**

Coldwell Banker New Homes  
Design By: WhiteHOT Design

## **Best Interior Merchandising for an Associate Member**

Deanna's Interior Designs

## **Best Marketing Strategy for an Associate Member**

Design 446

# 2021 GRAND AWARD WINNERS

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Community of the Year  
Adult Community

## **VENUE AT SMITHVILLE GREENE LENNAR**

Ad Agency, Signage & Sales Office  
Design By: Design 446

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Community of the Year  
Attached Community Under \$500,000

## **HERITAGE AT MIDDLETOWN AMERICAN PROPERTIES REALTY**

Ad Agency, Signage & Sales Center  
Design By: Design 446  
Interior Merchandiser: M.S. Designs, Inc.

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Community of the Year  
Mid-Rise/High-Rise Community

## **365 OCEAN MARK BUILT HOMES**

Ad Agency, Signage &  
Sales Center Design By: WhiteHot Design  
Marketing By: Coldwell Banker New Homes  
Interior Design By: Mary Cook Associates

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Community of the Year  
Rental Community with 200 Apartments or Less

## **AUTUMN RIDGE AT LOPATCONG LARKEN ASSOCIATES**

Ad Agency, Signage & Sales Center  
Design By: Design 446  
Landscape Design By:  
Landscape Maintenance Services

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Community of the Year  
Rental Community with over 200 Apartments

## **WOODMONT PARC WOODMONT PROPERTIES**

Brochure, Sales Center & Signage  
Design By: Woodmont Properties  
Landscape & Outdoor Living Design By:  
Melillo & Bauer

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Grand Award  
Associate Member Marketing Program

## **COLDWELL BANKER NEW HOMES**

Ad Agency: White Hot Design

# FRIGIDAIRE GALLERY

*new*

## SMUDGE-PROOF™ BLACK STAINLESS STEEL COLLECTION

Introducing the Frigidaire Gallery® Smudge-Proof™ Black Stainless Steel Collection, a beautiful new finish with an easy-to-clean fingerprint resistant surface.

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Black Stainless Steel



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## Birdie Sponsor

**Smolin**  
ADVISORY • TAX • ACCOUNTING

**Smolin is proud**  
to support  
**the Metropolitan Builders & Contractors**  
**Association of New Jersey**  
and its 5th Annual Golf Outing



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Collaboration is at the core of our approach.

## PET PHOTO CONTEST WINNER **PHIL CALINDA**



## SAVE THE DATES

**Wednesday, November 3, 2021**  
Sales & Marketing Breakfast

**Thursday, November 11, 2021**  
General Membership Meeting  
& Election of Officers  
6:00 PM – Bridgewater Manor

**Thursday, November 18, 2021**  
PWB and Sales & Marketing Co-hosted Event -  
Dacor/NYC Cooking Event

**Wednesday, December 1, 2021**  
Sales & Marketing Council Breakfast

**Friday, December 10, 2021**  
Installation of Officers & Holiday Party  
6:00 PM – Hanover Manor

**Monday, December 20, 2021**  
PWB Event – Happy Hour – Coppola Brothers HQ

**Wednesday, April 20, 2022**  
Metro Builder Show

*All events/topics and dates  
are subject to change.*



# 2022 METRO ANNUAL MEMBERSHIP DIRECTORY

## 2022 Advertising Rates

<u>SIZE</u>	<u>RATE</u>	<u>Available Opportunities</u>	<u>Artwork Size</u>
COVERS (3) – Color	\$1,000	3 Covers	4.5"w x 7.5"h (vertical)
Full Page- Color	\$ 750	20 Pages	4.5"w x 7.5"h (vertical)
Full Page- B&W	\$ 450	20 Pages	4.5"w x 7.5"h (vertical)
Half Page - B&W	\$ 275	20 Ads	4.5"w x 3.6"h (horizontal)
Quarter Page - B&W	\$ 175	16 Ads	4.5"w x 1.8"h (horizontal)

- Introducing the New 2022 Business Directory Advertising Opportunity. In an effort to help our membership and promote more business with Metro Members we are redesigning our Directory.
- All ads must be received electronically in .pdf or .jpg format –minimum 300 dpi resolution (all fonts must be included). Ads must be camera ready and sized according to the selected ad specifications indicated above.
- Email form to [memberservices@metrobcn.org](mailto:memberservices@metrobcn.org)

Please reserve my advertisement space as follows:

<input type="checkbox"/> Color Cover <input type="checkbox"/> Full Page Color <input type="checkbox"/> Full Page B&W <input type="checkbox"/> Half Page B&W <input type="checkbox"/> Quarter Page B&W	<u>Artwork:</u> <input type="checkbox"/> Ad to follow via email <input type="checkbox"/> Same ad as last year
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Method of Payment:

☐ Enclosed is my check payable to Metro BCA for \$ \_\_\_\_ ☐ Bill my credit card- MC, Visa, AMEX \$ \_\_\_\_

Name on card \_\_\_\_\_

Card # \_\_\_\_\_ Exp date \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone # \_\_\_\_\_ Fax# \_\_\_\_\_ E-Mail \_\_\_\_\_

Return to Metro, 39 E. Hanover Avenue, Suite C2, Morris Plains, NJ 07950 or E-mail the form back.

**Questions:** Call Kimberly or Michele at the Metro office 973-887-2888, Ext. 302 or E-mail:

[memberservices@metrobcn.org](mailto:memberservices@metrobcn.org)



## KITCHENS THAT COME TO LIFE

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Virtual induction flames ignite on your command, motorized water reservoirs spring into action, and LCD touchscreens emerge with full tilt controls. With thoughtful features integrated into each design, Dacor appliances are created to come to life when you need them and remain quiet when you don't.

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