



Honoring The Building Industry's
Best and Brightest

2011 Categories, Rules, & Forms



2011 BIA icon Awards Categories, Rules & Forms

The **BIA icon Awards** recognizes our industry's most outstanding Builder, Trade and Design Professionals, who have distinguished themselves by working hard to deliver their best each day for the betterment of our industry.

We invite you to nominate qualified candidates and companies, who have distinguished themselves during the period of January 1, 2010 through August 5, 2011, with their contribution to creating quality new single family homes, multi-family residences for sale or rent, specialty and mixed use, office and retail commercial, and/or urban projects within each category below.

2011 icon Award Categories

PRODUCT DESIGN AWARDS

Cat 1 **Best Architectural Design Company**

This award will be judged on the architectural firm's body of work that represents the best in design innovation and creation of value in the community. Judging is based on design appeal and functionality of space. This category includes new single family homes, multi-family residences for sale or rent, specialty and mixed use, office and retail commercial, and/or urban projects.

Cat. 2 **Best Interior Design Company**

This award will be judged on the interior design firms body of work that represents the best in interior design innovation and product enhancement. Judging is based on creative use of furnishings, space planning and overall concept. This category includes new single family homes, multi-family residences for sale or rent, specialty and mixed use, office, retail commercial, and/or urban projects.

Cat 3 **Best Landscape Design Company**

This award will be judged on the landscape firms body of work that represents the best in landscape design. Judging is based on use of hard and soft scape and the enhancement of product or community. This category includes model homes, special use, clubhouse, private residence, commercial and industrial spaces.

Cat 4 **Best Sales/Leasing Office Design**

This award will be judged on the sales/leasing office design from a firms body of work that represents the best innovation and creativity in a sales environment. Judging is based on displays, graphics, function and creative use of space. This category includes sales office within a model complex attached or detached, leasing offices, commercial and industrial spaces.

MARKETING, ADVERTISING, AND PR AWARDS

Cat 5 **Best Marketing/Advertising Company**

This award will be judged on the agency's scope of work within the building industry. Based on materials developed to gain product interest. Agency can enter samples of graphic design such as brochure, logo, print ad as well as broadcast materials (radio, TV), signage, social media (Facebook, Twitter, Blog), and website design.

Nomination Deadline is **August 5, 2011**

Cat 6 **Best Public Relations Company**

This award will be judged on a PR campaign for a homebuilding company or BIA affiliate, a single development, or a master-planned community. Based on programs, tactics, execution, and message continuity. The use of a blog and/or electronic social media can be included.

Cat 7 **Sales and/or Marketing Manager of the Year**

This award is to recognize an individual who demonstrates excellence in the management of sales and/or marketing personnel, has motivated his/her sales team to produce the maximum number of sales and/or is responsible for directing his/her company's marketing/merchandising efforts from January 1, 2010, to August 5, 2011.

ASSOCIATE AWARDS

Cat 8 **Professional Consultant (Individual) – All Engineers, Environmental & Utility Consultants**

Professional consultant or engineer (individual) – civil, structural, geotechnical, traffic, acoustical, environment, utility – whose contribution is over and above what is typical in the industry. *For architecture, interior design & landscaping, see Product Design categories #1-4.*

Cat 9 **Builder Associate (Individual) – Legal, Financial, Market Research, Title, Escrow, Insurance**

An individual in the field of law, finance, market research, title, escrow, or insurance services whose contribution is over and above what is typical in the industry.

TRADE CONTRACTOR AWARDS

Cat 10 **Best Contractor – Off-Site (Company)**

Voted to be the best **COMPANY** as determined by quality, service, safety, scheduling and competitiveness in off-site building operations. Focus will be on what that company has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things done that made the builder/customer better.

Cat 11 **Best Contractor – Rough Trades (Company – up to & including drywall)**

Voted to be the best **COMPANY** as determined by quality, service, safety, scheduling and competitiveness in rough trade building operations. Focus will be on what that company has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things done that made the builder/customer better.

Cat 12 **Best Contractor – Finish Trades (Company – after drywall)**

Voted to be the best **COMPANY** as determined by quality, service, safety, scheduling and competitiveness in finish trade building operations. Focus will be on what that company has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things done that made the builder/customer better.

Cat 13 **Best Construction Sales Representative (Individual)**

Voted to be the best sales representative offering construction-related goods or services to the builder. Focus will be on what that individual has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things this individual does to support the builder/customer's success.

Cat 14 **BIA Trade Contractor of the Year (Company)**

Must be a nominee for one of the Contractor awards above (#10,11,12). This award winner will be an over-achiever in quality, service, safety and scheduling. Must also be known for BIA causes, voluntary services rendered and charitable efforts.

BUILDER AWARDS

Cat 15 **Project Manager (Individual)**

An individual who oversees the various aspects of home and community development, site design, entitlements, and community team coordination.

Cat 16 **Superintendent (Individual)**

An individual responsible for supervising the off-site and/or on-site construction of the residential building process.

Cat 17 **Customer Service Representative (Individual)**

An individual (administrator, coordinator, representative or manager) responsible for anticipating and responding to homebuyers' needs and concerns.

Cat 18 **Builder Team – Office (Purchasing, Options, Accounting, Office Manager)**

A residential builder team of office personnel responsible for purchasing, options, accounting, and office management working efficiently and in partnership with their consultants and subcontractors.

Cat 19 **Custom Homebuilder/Remodeler (Company)**

A custom homebuilder or remodeler that performs their responsibilities beyond expectations and achieves excellence in the pursuit of custom homebuilding.

Cat 20 **Sales Professional or Team of the Year (Individual or Team)**

A residential builder individual or team (partner) responsible for selling, closing, customer satisfaction, building referrals, loan financing, follow up, and other aspects related to selling a new home community.

Cat 21 **Marketing and Advertising Campaign (Builder)**

Judged on creativity, design, execution and success of materials developed to gain product interest, drive online traffic, onsite traffic and sell homes. Includes some of or all the following: print ads, electronic media, website, blog, PR, mobile, TV, video's, radio, social media, and signage.

Cat 22 **Best Community – Detached (Builder)**

This award is based on Architectural Design, Interior Design, Landscape Design, Sales Office Design, Marketing Campaign, and PR Campaign.

Cat 23 **Best Community – Attached (Builder)**

This award is based on Architectural Design, Interior Design, Landscape Design, Sales Office Design, Marketing Campaign, and PR Campaign.

OPEN AWARDS

Cat 24 **Rookie of the Year (Individual)**

An individual who has been in the building industry less than 5 years and accomplished exceptional achievements in their area of expertise.

Cat 25 **Commercial Achievement (Company)**

A team working on commercial product that performs their responsibilities beyond expectations and achieves excellence in the pursuit of commercial development.

Cat 26 **BIA Industry Professional of the Year**

This individual will be viewed by his or her peers as an outstanding member of the industry and in his/ her community, as evidenced by volunteer efforts, public outreach, and/or extraordinary activities on behalf of the BIA.

Eligibility Requirements

- Nominees in each category must be employed by an active BIA member company in good standing at the time they are nominated and at the time the award is given.
- Nominations in Categories 1-6 and 20-23 must be actively selling a project between January 1, 2010 to August 5, 2011, within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Candidate nomination forms must be completed in full. Partially completed forms may result in termination of the nomination.
- Entry forms must be submitted to the BIA office by **12:00 noon on August 5, 2011.**
- Judging will be based on the information provided on the nomination forms.
- Multiple nominations are encouraged and acceptable for categories #8-19 and #24-26.
- **ALL IMAGES SUBMITTED MUST BE 300 DPI WITH A MINIMUM SIZE OF 1200 X 700 PIXELS.**

If you have any questions regarding categories #1-7 & #20-23 contact Sue Dowd, Blackbird Interiors at 760-419-7728 or suedowd3@gmail.com.

If you have any questions regarding categories #8-19 & #24-26 please contact Kay Gross, Cornerstone Communities at 858-458-9700 x102 or kgross@cornerstonecommunities.com.

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 1 – Best Architecture Design Company

- Entry form must be completed in full to be considered.
- Nomination to be based on (3) separate actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form for each of the three (3) projects that best showcases your work.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

Target Market: _____

Price Range of Development: _____

Square Feet: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All Submissions must include the following:

- One CD
The CD may contain three (3) photos or graphics of (3) separate projects that best exemplifies your work. (Total of 9 Photos)
- Floor plans of project entering

CD must be labeled with:

Architect company name
Project and builder name labeled under each photo
Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

***NOTE: Finalists will be asked to create a display of work entered on a 24' x 36' black foam core board labeled with the company project and builder name to be displayed at the awards show.**

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 2 – Best Interior Design Company

- Entry form must be completed in full to be considered.
- Nomination to be based on (3) separate actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form for each of the three (3) projects that best showcases your work.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

City: _____

Target Market: _____

Square Feet: _____

Price per sq ft includes décor only: _____

(Excluding cost of built-ins, area rugs, and plants)

Design Company Name: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD
The CD may contain three (3) photos of (3) separate projects that best exemplifies your work.
(Total of 9 Photos)
- Furniture floor plans

CD must be labeled with the following information:

Design company name
Project and builder name labeled under each photo
Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

***NOTE: Finalists will be asked to create a display of work entered on a 24' x 36' black foam core board labeled with the company project and builder name to be displayed at the awards show.**

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 3 – Best Landscape Design Company

- Entry form must be completed in full to be considered.
- Nomination to be based on (3) separate actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form for each of the three (3) projects that best showcases your work.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

City: _____

Target Market: _____

Contract Price: _____

Price Range of Development: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD
The CD may contain three (3) photos of (3) separate projects that best exemplifies your work.
(Total of 9 Photos)
- Site plan of project entering

CD must be labeled with the following information:

Company name
Project and builder name labeled under each photo
Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

***NOTE: Finalists will be asked to create a display of work entered on a 24' x 36' black foam core board labeled with the company project and builder name to be displayed at the awards show.**

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 4 – Best Sales/Leasing Office Design

- Entry form must be completed in full to be considered.
- Nomination to be based on (3) separate actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form for each of the three (3) projects that best showcases your work.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

City: _____

Target Market: _____

Price Range of Development: _____

Contract Price: _____

(Excluding cost of built-ins, area rugs, and plants)

Office Square Feet: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD

The CD may contain three (3) photos of (3) separate projects that best exemplifies your work. (Total of 9 Photos)

- (1) Space plan per project labeled with project name

CD must be labeled with the following information:

Design company name

Project and builder name labeled under each photo

Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

***NOTE: Finalists will be asked to create a display of work entered on a 24' x 36' black foam core board labeled with the company project and builder name to be displayed at the awards show.**



2011 BIA icon Awards Nomination Form

Category 5 – Best Marketing/Advertising Company

- Entry form must be completed in full to be considered.
- Nomination to be based on actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

City: _____

Target Market: _____

Price Range of Development: _____

Builder Name: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD
The CD may contain up to (8) examples of your best work. (i.e. brochure, logo, print ads, broadcast materials (radio, TV), signage, and website design. (Up to (8) examples)
- List of links to website, Facebook, Twitter, Blog or other

CD must be labeled with the following information:

Company name
Project and builder name labeled under each example
Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 6 – Best Public Relations Company

- Entry form must be completed in full to be considered.
- Nomination to be based on actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or
- [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

City: _____

Target Market: _____

Price Range of Development: _____

Builder Name: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD

The CD may contain three (3) formats listed below:

- Website – Link
- Radio – mp3/Media File
- TV – Media File
- Online Advertising (banner ads, e-blasts) – jpeg/pdf
- Newspaper/Magazine Ad – jpeg/pdf
- P.R. Campaign – jpeg/pdf
- Direct Mail – jpeg/pdf
- Social Media Site – jpeg and link

CD must be labeled with the following information:

Company name

Project and builder name labeled under each example

Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 20 – Sales Professional or Team

- Entry form must be completed in full to be considered.
- Nominations for an individual and/or company to be based on the time period from January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Candidate(s): _____

Company: _____

Contact Cell Number: _____

Contact Email: _____

Project Name: _____

Project Area/City: _____

Project Type: _____

Quantitative Information:

Annual Gross Sales: _____

Annual Cancellations: _____

Annual Gross Traffic: _____

Annual Net Sales: _____

Annual Closings: _____

Units available for sale: _____

Percent of available units sold (divide net units sold by available units): _____

Net dollar volume: _____

Average dollar volume (divide new volume by net sales): _____

Average weekly traffic: _____

Total traffic in period: _____

Percent traffic converted (divide traffic by net sales): _____

Cost per Square Foot: from _____ to _____

Please answer the below questions on a separate piece of paper.

1. List up to three challenges you experiences in selling your particular neighborhood and what you did to overcome these challenges?

2. Describe professional activities you performed above and beyond expected performances such as; additional education, industry involvement, sales initiative, marketing efforts, grassroots efforts, etc.

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 21 – Marketing and Advertising Campaign (Builder)

- Entry form must be completed in full to be considered.
- Nomination to be based on actively selling (open) projects between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Name of Entry: _____

City: _____

Target Market: _____

Price Range of Development: _____

Builder Name: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD

The CD may contain up to (8) examples of your best work. (i.e. brochure, logo, print ads, broadcast materials (radio, TV), signage, social media, and website design. (Up to 8 examples)

- List of links to website, Facebook, Twitter, Blog or other

CD must be labeled with the following information:

Company name

Project and builder name labeled under each example

Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 22 – Best Community – Detached

- Entry form must be completed in full to be considered.
- Nomination to be based on an actively selling project between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Community Name: _____

City: _____

Target Market: _____

Price Range of Development: _____

Square Footage of Model: _____

Builder Name: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD

CD should contain the following photos (1 photo for each): exterior, interior, landscape, sale office, marketing and/or PR representation. (i.e. brochure, print, social media, etc)

(Total of 5-6 photos)

- List of links to website, Facebook, Twitter, Blog or other
- Floor plan of model entered
- Provide a list of company name's that were involved in the project as consultants (i.e. architect, interior design firm, landscape, sales office, and marketing)

CD must be labeled with the following information:

Builder name

Community name labeled under each photo

Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

Nomination Deadline is **August 5, 2011**



2011 BIA icon Awards Nomination Form

Category 23 – Best Community – Attached

- Entry form must be completed in full to be considered.
- Nomination to be based on an actively selling project between January 1, 2010 to August 5, 2011 and within the unincorporated areas or cities located in San Diego, Riverside, or Imperial counties.
- Must fill out one form.
- Deliver the completed packet with forms stapled on the outside by **12:00 noon on August 5, 2011** to: BIA, 9201 Spectrum Center Blvd., Ste. 110, San Diego, CA 92123 FAX: (858) 552-1445 or [E-MAIL: karla@biasandiego.org](mailto:karla@biasandiego.org)

Community Name: _____

City: _____

Target Market: _____

Price Range of Development: _____

Square Footage of Model: _____

Builder Name: _____

Name of Company Submitting Entry: _____

Contact Name: _____

Contact Cell Number: _____

Entry Check List/Requirements

All submissions must include the following:

- One CD

CD should contain the following photos (1 photo for each): exterior, interior, landscape, sale office, marketing and/or PR representation. (i.e. brochure, print, social media, etc)

(Total of 5-6 photos)

- List of links to website, Facebook, Twitter, Blog or other
- Floor plan of model entered
- Provide a list of company name's that were involved in the project as consultants (i.e. architect, interior design firm, landscape, sales office, and marketing)

CD must be labeled with the following information:

Builder name

Community name labeled under each photo

Category number

Completed forms for all three projects submitted must be attached to the outside of the entry packet.

Nomination Deadline is **August 5, 2011**