

# A roaring night of celebration for the building industry's best

**O**ne week ago, the North State BIA hosted its 45th Major Achievements in Marketing Excellence or MAME Awards at the Sheraton Grand Hotel in Sacramento.

This annual event recognizes members of the home building industry for exceptional efforts in almost 50 different categories in interior design, architecture, landscape design, marketing, sales achievement, and professional expertise. With over 400 people in attendance, it was a celebratory evening. In the last decade, the housing market has consistently grown in our market and the home building industry has shown signs of continued strength despite a pandemic and other restraints. These past 21 months, the converging impacts of COVID-19, political climate, lower mortgage rates, and supply chain and labor shortages have made this a



Detached Community of the Year — Gold Hill at Russell Ranch, The New Home Company.

time of challenges, changes, and surprisingly great growth.

With over 180 new communities throughout the region, offering potential homebuyers an array of attractive housing from

which to choose. Each week, home builders report more and more consumers visiting these communities. And we're clearly seeing this process come full circle, as our industry continues to tally

strong sales numbers each month. The trajectory for our industry is a positive one and we are seeing signs of continued growth.

"We are so proud of the work that the BIA members do.



Submitted

Master Planned Community of the Year — Crocker Village, BlackPine Communities.

Our members have made the necessary adjustments to deal with the housing crisis, and we all have come out stronger on the other side because of it" said Michael Strech, President and CEO of the North State Building Industry Association.

He continued, "Communities like Master Planned Community of the Year winner Crocker Village by BlackPine Communities is a great example of innovation that is happening around the Sacramento area. Our builders are offering a variety of product types for differing tastes and various price points. The future of home building is

going to get even more exciting."

Gold Hill at Russell Ranch, built by The New Home Company, won Community of the Year in the detached home category. Skyline - Auburn, built by Toll Brothers, took home the win for the Home of the Year category.

Bidwell Pointe, built by St. Anton Communities, is an apartment rental project that was named Multi-Family Community of the Year.

The success of the industry is largely due to a vibrant economy, in addition to low interest rates

**SEE ROARING NIGHT, 11D**



**FROM PAGE 10D**

# ROARING NIGHT

and a Bay Area migration, which creates a sort of home buying perfect storm. However, just as important is the tireless work that so many members of the homebuilding industry put into their respective projects, it is more than appropriate to toast your own from time to time.

## ABOUT THE NORTH STATE BIA

The North State BIA (BIA) is the leading advocate for the home building industry in the greater Sacramento region. Representing over 510 members, including 35,000 industry jobs, the BIA is committed to preserving and furthering the economic interests of its members, while also working to enhance the industry's standing as a significant contributor to the regional economy.

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Submitted

Home of the Year — Skyline — Auburn, Toll Brothers.



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Multi-Family Community of the Year — Bidwell Pointe, St. Anton Communities.