



# 2017 Call For Entries

Thursday, October 12, 2017  
Omni Charlotte Hotel  
6:30 p.m. Reception  
7:00 p.m. Dinner & Awards



## ELIGIBILITY

You must be a member of the National Association of Home Builders (NAHB) to be considered for any award. Each award winner will be announced and recognized at the STARS Awards Gala during the 21st Century Building Expo & Conference.

**Projects must have been completed between  
January 1, 2016 and July 1, 2017**

## ENTRY FEES & DEADLINES

### **Categories 1-29:**

Early Bird Entry Fee: \$100 per entry  
Regular Entry Fee: \$150 per entry

### **Categories 30-37, 41-44:**

Entry Fee: \$50 per entry

### **Categories 38-40:**

No entry fee required

**Early Bird Deadline:** All entries (fees and materials) must be received on or before **June 30, 2017**

**Regular Deadline:** All entries (fees and materials) must be received no later than **July 30, 2017**

## Roll Over Your STARS Entry to the 2018 Nationals

For categories 1 through 25 simply check the box on the team form indicating that you would like your STARS entry materials to be forwarded to Nationals.

See [www.thenationals.com](http://www.thenationals.com) for full information, project completion date requirements and required entry fees that are separate from the STARS Awards.

## STEPS TO ENTER

Carefully review all preparation procedures and judging criteria before preparing and submitting your team form, project statement and entry materials.

### **Materials for all entries include:**

1. Team Form for Each Entry
2. Project Statement for Each Entry
3. Payment Form
4. Digital Files: site plan, floor plan, photos, audio or video files (varies by category).
5. Submit your completed entries electronically by file sharing through Dropbox with [judging@nchba.org](mailto:judging@nchba.org)

*\* All entries must be submitted electronically. File names should include category and project name. All materials submitted become the property of the STARS Awards and will not be returned.*

*\* Please ensure all digital files are high quality and in color when possible. All photos should be submitted as JPEG files. Any photos may be used by NCHBA and the STARS Awards for promotional purposes in the event your entry is a winner.*

## JUDGING

Each entry will be judged on its own merits by a panel of distinguished individuals selected for professional expertise in the home building industry. Judges may re-categorize and entry if they believe it has been entered in the wrong category or it is better suited for another category. Judges reserve the right to divide categories into sub-categories depending on the range of entries.

## CONTACT INFORMATION

North Carolina Home Builders Association  
STARS Awards Maureen Mullen  
5580 Centerview Drive, Suite 415  
Raleigh, NC 27606  
Phone: 919 676 9090  
E mail: [mmullen@nchba.org](mailto:mmullen@nchba.org)

# Categories & Judging Criteria

## **MARKETING & ADVERTISING**

1. Best Brochure Newsletter or Marketing Piece for a Community
2. Best Brochure, Newsletter or Marketing Piece for a Builder, Developer or Realty Company

### **Judging Criteria and Required Materials:**

Concept, copy, design, creativity, readability, layout, overall presentation and effectiveness in meeting project objectives. Requires a team form, project statement, completed project and one image that represents the entry to be used in the awards presentation.

---

3. Best Logo for a Builder, Developer, Associate or Realty Company
4. Best Logo for a Community

### **Judging Criteria and Required Materials:**

Concept, graphics, overall design, readability and execution. Requires a team form, project statement and six to eight images that illustrate logo design.

---

5. Best New Homes Publication  
Submit one copy of two unique issues.
6. Best Advertisement  
For any priced community, builder, developer, associate or realty company. Submit copy of the ad or two photos of the billboard from different angles.
7. Best Digital Marketing Project  
For a builder, developer, associate, realty company or community. Entries may include e-blasts, banners, web videos, social media campaigns, etc. Projects may be single-elements or a campaign. Submit copies of the project components and/or applicable internet links (with log-in information if needed).

8. Best Print Marketing Project  
For a builder, developer, associate, realty company or community. May be solely print or a combination of print and digital. Projects may be single elements or a campaign. Submit examples of the project components and any other applicable supporting materials.

### **Judging Criteria and Required Materials:**

Concept, creativity, copy, overall design, layout, execution, continuity and effectiveness. See individual categories for material requirements in addition to team form and project statement.

---

9. Best Television or Radio Project

### **Judging Criteria and Required Materials:**

Originality, creativity, concept and execution as it relates to reaching the target market and traffic the project generated. Requires a team form, project statement and two to four images that represent the entry.

---

10. Best Website for a Builder or Developer
11. Best Website for a Community
12. Best Website for an Associate

### **Judging Criteria and Required Materials:**

Design, effectiveness, use of best practices and user experience. Requires a team form, project statement (with website address included on both) along with up to 6 images that represent the entry for the awards presentation.

---

## **SALES / INFORMATION CENTER**

13. Best Sales / Information Center  
For a builder, developer, associate, realty company or community. Entries may include showrooms, clubhouses or the like.

### **Judging Criteria and Required Materials:**

Effectiveness, function of layout, display content, creativity and design used in office. Requires a team form, project statement and five to ten photos of overall exterior, interior, displays, office space, etc.

# Categories & Judging Criteria

## OUTDOOR DESIGN

### 14. Best Landscape Design

For a community, attached home, detached home or other business location.

#### **Judging Criteria and Required Materials:**

Landscape effectiveness, impact, creativity, integration into surrounding area, and function in enhancing the product or project. Landscaping includes ground cover, hardscape and softscape. Requires a team form, project statement, site plan and six to eight images.

### 15. Best Outdoor Living Area

For detached or attached homes. Entries could include outdoor kitchens, screened porches, patios, etc.

#### **Judging Criteria and Required Materials:**

Concept, creativity, functionality of the space, overall appearance and design, impact of furniture and accessories. Requires a team form, project statement, floor plan and six to eight images.

## INTERIOR MERCHANDISING

### 16. Best Interior Merchandising for a Home Under 2,500 Square Feet

### 17. Best Interior Merchandising for a Home 2,501 to 3,500 Square Feet

### 18. Best Interior Merchandising for a Home Over 3,500 Square Feet

#### **Judging Criteria and Required Materials:**

Concept, creativity, functionality of the space, overall appearance and design, impact of furniture and accessories. Requires a team form, project statement, floor plan and six to eight images.

## ARCHITECTURAL DESIGN

### 19. Best Single-Family Detached Home Under 2,500 Square Feet

### 20. Best Single-Family Detached Home Between 2,501 and 3,000 Square Feet

### 21. Best Single-Family Detached Home Between 3,001 and 3,500 Square Feet

### 22. Best Single-Family Detached Home Between 3,501 and 4,000 Square Feet

### 23. Best Single-Family Detached Home Over 4,000 Square Feet

#### **Judging Criteria and Required Materials:**

Overall exterior and interior architecture, design appeal, function of floor plan, creative use of interior space, creative integration of plan design with site considerations. Requires a team form, project statement, floor plan and six to eight images to include front and rear view elevations and main living spaces.

## GREEN BUILDING

### 24. Best Energy-Efficient Project

#### **Judging Criteria and Required Materials:**

For projects completed January 2016 through July 1, 2017. Judged solely on final HERS score without Solar PV included by a certified HERS rater. Requires a team form, project statement, energy specification sheet ((to include the final certified HERS score (without PV), ACH50 value and duct leakage (tested at 25 Pa)), original HERS rating certificate or ENERGY STAR certificate, the project's REMRATE file, one exterior photo and three interior photos.

### 25. Best Sustainable Development or Building Project

Projects can include mixed-use development projects, redevelopment projects, community developments or individual building projects.

#### **Judging Criteria and Required Materials:**

Originality, innovation, overall integration, effectiveness, results, leadership collaboration and involvement, increased public awareness and transferability. Requires a team form, project statement, copies of any project certifications and six to eight images of the project.

# Categories & Judging Criteria

## REMODELING/RENOVATION

- 26. Best Room Remodel/Renovation
- 27. Best Addition
- 28. Best Whole House Remodel/Renovation
- 29. Best Aging or Accessibility Residential Project

### **Judging Criteria and Required Materials:**

Design, workmanship, detailing, functionality of the space, creativity, challenge and impact of transformation. Requires a team form, project statement, starting and remodeled floor plans, eight to sixteen images to demonstrate before and after renovation, elevation and other materials needed to understand the project. Each image should be taken from the same vantage point.

---

## LOCAL HBA AWARDS

- 30. Best HBA Website or Social Media

### **Judging Criteria and Required Materials:**

Overall presentation, content, creativity, organization, ease of use, balance and effectiveness. Requires a team form, project statement and link to website or social media.

- 31. Best HBA Marketing or Communication  
May be single piece or campaign, print or electronic and targeted to members or consumers.

### **Judging Criteria and Required Materials:**

Overall presentation, message relevance, content, graphic design, creativity and effectiveness. Requires a team form, project statement and copy or link to piece or campaign.

- 32. Best HBA NC BUILD-PAC Fundraiser

### **Judging Criteria and Required Materials:**

Organization, execution, creativity, fundraising impact, level of association and member engagement and effectiveness. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

- 33. Best Government Affairs Initiative  
Any event or program created to advance housing issues or combat anti-housing proposals.

### **Judging Criteria and Required Materials:**

Organization, execution, creativity, pro-housing impact, level of association and member engagement, goals achieved and effectiveness. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

- 34. Best HBA Parade of Homes Marketing  
May be single piece or campaign, print or electronic and targeted to members or consumers.

### **Judging Criteria and Required Materials:**

Overall presentation, creativity, graphic design, content, organization, effectiveness and goals achieved. Requires a team form, project statement and copy or link to piece or campaign.

- 35. Best HBA Community Project or Program  
Designed to provide community support and assistance.

### **Judging Criteria and Required Materials:**

Organization, execution, creativity, community impact, goals achieved, level of engagement of association and members. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

- 36. Best HBA Event or Special Project  
May be an event or project designed to generate non dues revenue, honor members, highlight the HBA, etc.

### **Judging Criteria and Required Materials:**

Organization, execution, creativity, impact, goals achieved, level of engagement of association and members. Requires a team form, project statement and materials (photos, reports, etc.) highlighting the initiative.

# Categories & Judging Criteria

## SPECIAL AWARDS

### 37. Best Humanitarian Member Project

Individual HBA Member projects can include: volunteer activities, charitable works, etc. outside of the HBA.

#### **Judging Criteria and Required Materials:**

Originality, concept, overall presentation and execution. Requires a team form, project statement, six to eight images and materials highlighting the initiative.

---

### 38. Community of the Year

To be considered a community must enter at least five other categories. No additional entry fee required.

#### **Judging Criteria and Required Materials:**

Overall neighborhood design, unique design features, implementation and creativity of the marketing plan, effectiveness and continuity of marketing phases, overall quality of presentation and overall sales success. Requires a team form, project statement, community map or site-plan, at least five images of different aspects of the community.

---

### 39. BEAM Award

Builders Engaging Associate Members "BEAM" award is presented to the builder who best exemplifies the motto "It's good business to do business with a member".

#### **Judging Criteria and Required Materials:**

See NAHB BEAM Award qualifications and submission requirements. Submit NAHB required materials to NCHBA and the winner will advance to be considered for the NAHB BEAM Award. No entry fee required.

## BUILDERS MUTUAL

### SAFETY PROGRAM OF THE YEAR

Category 40

Awarded to the builder or trade contractor who has developed, implemented and maintained a high quality safety program. The award will be judged on the following:

- Quality of the company safety program
- Management's involvement in the safety culture
- High level of employee or trade contractor involvement in safety
- Effectiveness of the safety program
- Hazard prevention and control
- Safety and health training
- New or innovative programs, practices, procedures or resources used to promote safety
- Unique program elements used to support and heighten safety awareness

Entrants are required to provide a team form and submit responses to the following questions in paragraph form (350 words or less per question). You may also include samples of any templates, materials, photos or programs you use in your safety initiatives.

1. Describe your company's safety program.
2. Why is your company's safety program effective and how is it unique?
3. Explain how your company's owner or manager supports the safety program and what involvement the employees play in the safety culture.
4. Explain your company's procedures to correct or control present or potential safety hazards on the jobsite.



At work with you.

# Categories & Judging Criteria

41. NCHBA Distinguished Builder Member or the Year
42. NCHBA Distinguished Associate Member or the Year

These awards recognize Home Builder Association members who have made significant long term contributions to the HBA, the building industry and community. Recipients of these prestigious awards will be announced at the STARS Awards Gala on Thursday, October 12, 2017.

We invite you to nominate a Builder or Associate member that you believe is deserving of this special honor. Self nominations are accepted. Previous winners are not eligible.

Judges will use the following criteria when reviewing nominees:

### Local HBA Association & Membership Activities

- Committee and Board involvement
- Special projects and accomplishments in relation to the local association
- Participation in and support of the local association, its events and programs

### NCHBA/NAHB Association & Membership Activities

- Committee and Board involvement
- Special projects and accomplishments in relation to the association
- Participation in and support of the association, its events and programs

### Civic Responsibility

- Community service projects
- Charity support and involvement
- Youth organizations
- Religious activities

I nominate \_\_\_\_\_ for **Distinguished Builder Member of the Year**

I nominate \_\_\_\_\_ for **Distinguished Associate Member of the Year**

Please prepare a summary outlining the nominee's service and why this member should be considered for this prestigious award. You may include photos, newspaper articles, etc. in your presentation to detail the work of this member. Take this form, the summary and any other items you wish to share and send to the NCHBA office along with a photo of the nominee. **Please refer to page 2 for deadlines and submittal instructions.**

Your name: \_\_\_\_\_

HBA: \_\_\_\_\_



# Categories & Judging Criteria

## 43. NCHBA New Executive Officer of the Year

Presented to an EO who has served no more than three years in an association management position and is judged to have made major contributions to the profession during this time period. Eligible candidates must have served no more than three years cumulatively by December 31, 2016 as an executive officer of an NAHB-affiliated local association.

## 44. NCHBA EXECUTIVE OFFICER OF THE YEAR

Presented to an EO who has served more than three years in an association management position and is judged to have made major contributions to the profession during this time period. Eligible candidates must have served more than three years cumulatively by December 31, 2016 as an executive officer of an NAHB-affiliated local association.

### General Award Criteria:

- One complete copy of entry (form, supporting materials, and samples) must be submitted.
- Candidate must be submitted by a sponsor other than the nominee.
- Entries must include:
  - ◆ A one page summary, submitted by the sponsor, on why the nominee qualifies and should receive the award. Along with the summary you may include photos, newspaper articles, etc. in your presentation to detail the work of this Executive Officer.
  - ◆ At least one professional recommendation for the nominee from the local HBA
  - ◆ At least one high resolution photo of the nominee
  - ◆ Candidates must be an Executive Officer of an NAHB affiliated local association .
  - ◆ Candidates must demonstrate participation in the State and/or National EOC.

### Judges will use the following criteria when reviewing nominees:

- Candidates' actions during the 2016 2017 calendar year must have promoted the goals of their HBAs.
- The candidates' association management practices, concepts, techniques, and ideas during the 2016 2017 calendar year must have assisted in the advancement of other EOs.
- **Local Association & Membership Activities:** Committee and Board involvement; accomplishments in relation to the local association; Participation in and support of the local association, its events and programs.
- **NCHBA/NAHB Association & Membership Activities:** Committee and Board involvement; accomplishments in relation to the association; participation in and support of the association, its events and programs.
- **Civic Responsibility:** Examples include community service projects, charity support and involvement, youth organizations, religious activities, etc.

I nominate \_\_\_\_\_ for **New Executive Officer of the Year**

I nominate \_\_\_\_\_ for **Executive Officer of the Year**

**Please refer to page 2 for deadlines and submittal instructions.**

Your name: \_\_\_\_\_

HBA: \_\_\_\_\_

