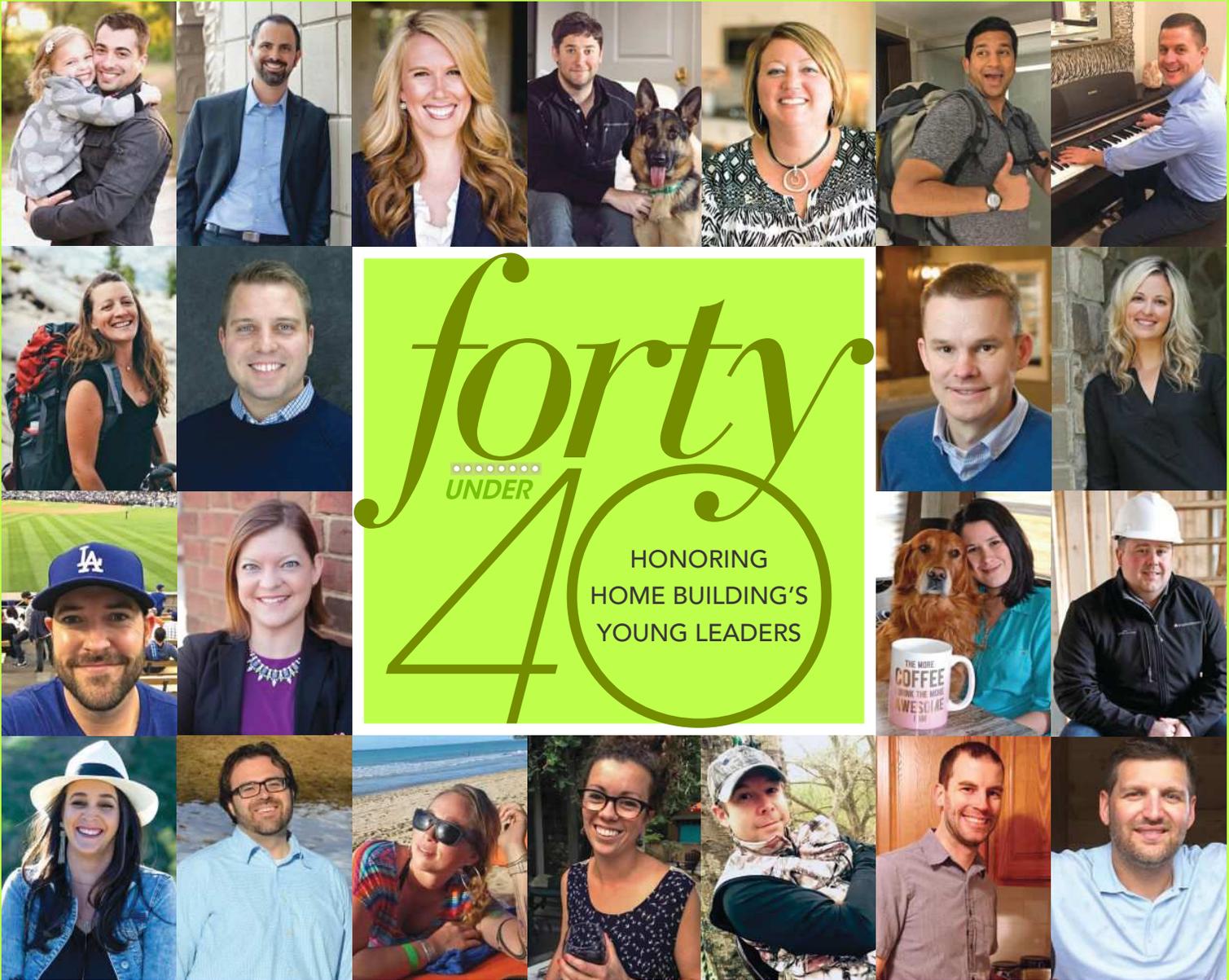


Professional Builder®





HONORING HOME BUILDING'S
YOUNG LEADERS

forty
.....
UNDER
40





By Mike Beirne, Senior Editor and Kate Carsella, Associate Editor

Starting a home building company at age 19 and becoming the go-to consultant for contractors and inspectors regarding how to frame round staircases and roofs with multiple valleys and hips is a credential for being a rising star. So is not having any field experience but learning the construction side well enough to become a superintendent before eventually rising to senior management.

The backgrounds of home building superstars selected as the 40 Under 40 winners by the editors of *Professional Builder* are as varied as entrepreneurs whose businesses started out as back-of-the-truck carpentry or remodeling services and grew into companies averaging more than \$1 million in monthly sales to professionals who pursued advanced degrees and certifications while working full-time and raising families. They persevered during the Great Recession and kept loan defaults at bay by finding ways to keep projects going and revenue streaming in. They grew sales volume and marketing outreach by introducing their companies to new technologies, processes, and social media. Many of our winners were elected at a young age to serve as presidents of their local HBAs.

The next generation of leaders also gives back in many ways by supporting charities that address needs in their communities and in other countries. *Professional Builder* proudly presents the 40 Under 40 class of 2018.

MELANIE ANDREWS	MICHAEL FREIBURGER	BRYAN LAFRANCHI	KEVIN OAKLEY
PAUL BRADY	EVA FRYAR	QUINT LEARS	KENNY PASCOE
JERRY BRAKLOW	LYNDSAY FULLER	JESSICA LOCKE	JACK POU
DAVID CARLISLE	VISHALA GUPTA	JESSICA MATA	JAMIE RAYNE
SARA CUSHING	CHRIS HARTLEY	REBECCA McADOO	AARON ROAN
DREW DANIELS	GRANT HAVASY	TERAISSA McGOVERN	SCOTT SANDERS
GRIFFIN ELKINGTON	GRZEGORZ KAWULA	DANA MIRCH	MIKE SANDKUHLER
MEGAN ELTRINGHAM	ASHLEY KENT	JAMES MONROE	CHOLLA SUSINI
DANIEL FAINA	JOHN KRAEMER	CHELSEA NIELSEN	MATTHEW WILSON
ROBERT FALLONE	ANNE LADEWIG	DAVID NIELSEN	TIM WINTER

FOR MORE ON THIS YEAR'S WINNERS, POSITION YOUR MOBILE DEVICE ABOVE THE  ICON.



forty
UNDER
40



MELANIE ANDREWS, 38
VP Purchasing
Southern California Division
The New Home Company
Aliso Viejo, Calif.

ACCOMPLISHMENTS

- Started in the industry at age 21 as the design studio assistant and moved into leadership roles in operations and purchasing
- Overseeing the Southern California Division, contracting and building upward of 500 homes annually with more than \$1 billion in base house costs and \$200 million in options revenue to date
- Spear-headed implementation of a Master Contracts program, streamlining trades for faster turnaround commitments
- Oversaw purchasing for more than 50 projects with more than 2,000 trade partner contracts, valued at over \$1 billion in costs

EXTRACURRICULAR

- Working with HomeAid America

SECRET LIFE

- Previously wanted to be a backup dancer for Snoop Dogg

OFF THE CLOCK

- Yoga



PAUL BRADY, 36
Principal
Godden | Sudik Architects
Centennial, Colo.

EDUCATION

- BArch, University of Southern California

PROFESSIONAL CREDENTIALS

- AIA • LEED-AP • CGP (Certified Green Professional, NAHB) • NCARB (National Council of Architectural Registration Boards)

ACCOMPLISHMENTS

- 2009 President's Award, AIA Colorado, for involvement with new Denver Zoning Code
- Steering committee and design team leader for Housing Colorado's Design by Community Affordable Housing Charrette program
- Led more than a dozen seminars, including at the International Builders' Show, KBIS Voices of the Industry, Environments for Aging Conference, and the Colorado Home Builders Conference

EXTRACURRICULAR

- Habitat for Humanity
- Humane Society of South Platte Valley

SECRET LIFE

- Fostered numerous litters of puppies for adoption prep

OFF THE CLOCK

- Skiing • Road biking



JERRY BRAKLOW, 37
President & CEO
Braklow Custom Homes
Overland Park, Kan.

EDUCATION

- BS, International Marketing & Business, Kansas State University

ACCOMPLISHMENTS

- Left the insurance restoration business to start custom home building company in 2012 and became a Parade of Homes Award winner four years later
- Named Next Generation Builder of the Year by the Kansas City HBA in 2016, which led to leadership role as secretary/treasurer on the executive committee
- 2017 Parade of Homes – American Dream Award Silver and Gold Winner
- 2017 KC Homes and Styles – Top Homes of the Year Award and Top 10 Million Dollar Kansas City Builder in 2016
- Poised for 30 percent revenue growth this year by building more than 25 custom homes

SECRET LIFE

- Licensed pilot
- Late-night Rules of Survival player online

OFF THE CLOCK

- Boating at Lake of the Ozarks
- Family vacations
- Watching Kansas State Wildcats sports



DAVID CARLISLE, 38
President & Founder
Bayview Builders
Annapolis, Md.

EDUCATION

- Annapolis Area Christian School (National Honors Society); attended University of Maryland, studied mechanical engineering (no degree)

PROFESSIONAL CREDENTIALS

- Certified Green Professional

ACCOMPLISHMENTS

- Started carpentry service business at age 20 and grew it from \$1 million profit annually to \$1 million per month by positioning the firm during the recession as a general contractor option for architects
- Featured on the cover of *Annapolis Home Magazine*
- Top 10 Houzz Tours of 2016
- Best of Houzz 2016 and 2017
- Home and Design Top Custom Builder 2016

SECRET LIFE

- Spending weekends during childhood living in a motor home while traveling the East Coast
- Racing youth motocross

OFF THE CLOCK

- Golf • Boating on Chesapeake Bay with family



SARA CUSHING, 32

President
Legacy Engineering
Fredericksburg, Va.

EDUCATION

• BS, Mechanical Engineering, Virginia Commonwealth University • MS, Real Estate Development, George Mason University

PROFESSIONAL CREDENTIALS

• Licensed Professional Engineer in Virginia

ACCOMPLISHMENTS

• Went from starting in the industry as an engineering intern at age 16 to owning her own engineering company by age 28 • Serving on the Fredericksburg Area Builders Association board of directors. In 2016, elected and continues to serve as secretary, executive board

EXTRACURRICULAR

• Executive Board Member, Fredericksburg Area Builders Association • NAHB associate • Board, Loisann's Hope House • American Diabetes Association Walk for a Cure

SECRET LIFE

• Wanted to be an astronaut and a dentist • High school varsity volleyball and basketball player



DREW DANIELS, 39

Director of Development
Sexton Development
Lake Bluff, Ill.

EDUCATION

• Business Administration, Western Michigan University

PROFESSIONAL CREDENTIALS

• Working toward a LEED AP Homes accreditation

ACCOMPLISHMENTS

• Crystal Key Award Winner – “Crystal Custom Home Award – Green,” Division 6 • Featured in *The Wall Street Journal*, “What Luxury Builders Consider Worth the Splurge,” July 27, 2017, and *Forest & Bluff* magazine, “Sexton Development Doesn’t Follow,” November 2014

EXTRACURRICULAR

• Blue Cap charitable organization • Misericordia Home Heart of Mercy • Orphans of the Storm Animal Shelter • Local Earth Day events to help promote Green & Responsible Residential Construction Projects

SECRET LIFE

• AV enthusiast; competed on the International Auto Sound Challenge Association (IASCA) circuit with custom car audio system



GRIFFIN ELKINGTON, 35

Owner
Griffin Elkington Residential Construction and Development; River City Land Co.
Memphis, Tenn.

EDUCATION

• BA, Economics, University of Tennessee-Knoxville

PROFESSIONAL CREDENTIALS

• Licensed general contractor • Licensed real estate broker • Graduate Realtor Institute (GRI) designee • Accredited Buyer's Representative (ABR)

ACCOMPLISHMENTS

• Called “The Face of Residential Construction,” in Memphis magazine in 2017 • Lifetime member, Multi-Million Dollar Club of the Memphis Area Association of Realtors

EXTRACURRICULAR

• Memphis Home Showcase for American Cancer Society • Board, Memphis Heritage • Sponsored Taste of the Seasons in support of Le Bonheur Children's Hospital • MLS Technology Committee, Memphis Area Association of Realtors

SECRET LIFE

• Father developed historic Beale Street in Memphis into an entertainment district



MEGAN ELTRINGHAM, 38

VP Marketing
The New Home Company
Aliso Viejo, Calif.

EDUCATION

• BA, Political Science and Sociology, Fordham University • MA, Pepperdine University

PROFESSIONAL CREDENTIALS

• From University of California, Irvine: Light Construction & Development Management certificate; Marketing for the Residential Builder certificate

ACCOMPLISHMENTS

• 2014 Marketing Director of the Year • First employee at The New Home Company in 2009 • Named president of the Greater Sales & Marketing Council, BIASC

EXTRACURRICULAR

• Board member, BIA • Executive board member, HomeAid Orange County • Golf Committee — Interval House Crisis Center

SECRET LIFE

• Plays violin • Cooking without a recipe

OFF THE CLOCK

• Travel to Italy • Running • Concerts • Photography

forty
UNDER
40



DANIEL FAINA, 30
VP Sales & Marketing
Williams Homes
Santa Clarita, Calif.

EDUCATION

• "Proud college drop-out"; chose to be mentored by one of his professors instead

PROFESSIONAL CREDENTIALS

• Licensed California real estate broker and mortgage loan originator

ACCOMPLISHMENTS

• In 2007, delivered 20 homes per year as the only sales rep on the Williams Homes team
• In 2013, helped grow his department to a 300 percent increase year-over-year in sales and closings, closing 223 homes, for more than \$100,000,000 in revenue
• In 2017, built a full sales and marketing team that includes 20 to 30 team members and delivers 300 homes per year
• Was promoted to vice president before turning 30
• Implementation of digital purchase contracting process

EXTRACURRICULAR

• Supporter of the Triumph Foundation and Carousel Ranch

SECRET LIFE

• Wine tasting • Trap shooting



ROBERT FALLONE, 35
President
Fallone Group
Branchburg, N.J.

EDUCATION

• BA, Mathematics and Economics, Government and Law, Lafayette College
• MBA, magna cum laude, NYU, Stern School of Business

PROFESSIONAL CREDENTIALS

• Licensed real estate broker

ACCOMPLISHMENTS

• Elected president of the New Jersey Builders Association at 29 • Induction into NJBA Builder Hall of Fame at 32
• Young Professional of the Year: National Association of Home Builders (2016) Region A
• 40 Under 40 NJBIZ (2017)
• Best Single Family Home: New Jersey Builders Association (2017, 2016, 2014)

EXTRACURRICULAR

• Host of annual fundraiser for Court-Appointed Special Advocates of Somerset, Hunterdon, and Warren Counties (CASA SHaW)

SECRET LIFE

• Certified bartender

OFF THE CLOCK

• Playing video games
• Binge-watching shows



MICHAEL FREIBURGER, 38
Owner and Director of Design and Construction, Newlook Development; Owner, RED3 Development; Cofounder, KMR Construction Co.
Wilmette, Deerfield, Ill.

EDUCATION

• BS, Civil Engineering, Ohio University • MArch, Illinois Institute of Technology

ACCOMPLISHMENTS

• 12 awards over the past three years from the Home Builders Association of Greater Chicago (HBAGC) and historical society
• Three consecutive Crystal Key Awards (best in show), for innovation and creativity at HBAGC Key Awards • Projects nationwide in excess of \$250 million, and more than 1 million square feet of development

EXTRACURRICULAR

• Board of directors, HBAGC
• Young Professional committee chair • Annual participation in National Rebuilding Day • Annual ride in Toys for Tots Motorcycle Parade

SECRET LIFE

• Working to open a local Ninja Warrior gym • Running first Spartan Race this summer

OFF THE CLOCK

• Golf • Spending time with family



EVA FRYAR, 38
VP Construction Operations
Payne Family Homes
St. Louis

EDUCATION

• BS, Construction Management, Purdue University

ACCOMPLISHMENTS

• St. Louis Business Journal 40 Under 40 (2015) • St. Jude Dream Home Builder (2014-2018) • 30-hour OSHA cardholder • Chair of Professional Women in Business Council • Work with students interested in home building • Reduced construction costs by 8 percent and construction cycle time by 10 percent as purchasing manager • Her improvements to the company's systems and processes have helped to grow revenue from \$7 million in 2009 to \$83 million in 2017

EXTRACURRICULAR

• Raised more than \$4 million for St. Jude Children's Research Hospital; also participates in an annual net-zero home building project for the hospital

OFF THE CLOCK

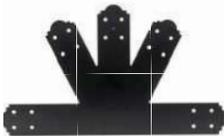
• Spending time with friends listening to country music

Outdoor Accents®

Easy on the eyes. Easy to install.



Hangers



Gable Plates



Ties



Fasteners



Post Bases



Angles



Straps

Introducing the complete line of **Outdoor Accents® decorative hardware**. Easily add beauty and strength to your outdoor projects. The new Simpson Strong-Tie® Outdoor Accents line of structural connectors features an innovative screw and washer that together combine the ease of installing a screw with the look of a bolt. And, with a black powder-coat finish, this hardware offers style that's designed to last.

To see our full line of decorative hardware, visit us at go.strongtie.com/outdooraccents or call (800) 999-5099.



forty
UNDER
40



LYNDSAY FULLER, 34
Director of Sales & Marketing
Pardee Homes
Los Angeles

EDUCATION
 • BA, Communication, Marketing minor, University of Central Florida

PROFESSIONAL CREDENTIALS
 • California real estate license
 • Successful completion of "7 Habits for Training and Selling at the Speed of Trust" workshop, Franklin Covey 2015

ACCOMPLISHMENTS
 • Opening of Aliento, a 495-home MPC in Santa Clarita. The project was dormant for 10+ years • Another project, Arista, earned "Community of the Year" honors in the 2017 SoCal Awards, and additional awards in Best in American Living Awards (BALA) and The Nationals • Plays vital role in planning Skyline, 1,220-home MPC in Santa Clarita, California's largest grading job

SECRET LIFE
 • Karaoke

OFF THE CLOCK
 • Ski trips • Lifetime movies



VISHAAL GUPTA, 34
Executive VP
Park Square Homes
Orlando, Fla.

EDUCATION
 • BS, International Politics, Emory University • MS, Real Estate Development, Columbia University

PROFESSIONAL CREDENTIALS
 • Florida Certified Residential Contractor • Florida Sales Associate License

ACCOMPLISHMENTS
 • Broke ground in January 2017 on Park Square Homes' first multifamily rental development in Orlando, with 326 units and \$50 million in total project cost • Launched a senior living development company in January 2018 with five projects in the pipeline; assembled a full team of engineer, architect, interior designer, and operator
 • Selected as Orlando Business Journal 40 Under 40 in 2017

EXTRACURRICULAR
 • Young Presidents' Organization
 • NAHB • Former board member, Greater Orlando Building Association, Orange County Board of Zoning Adjustment • Former board of directors member, Foundation for Orange County Public Schools • Habitat for Humanity; American Diabetes Association



CHRIS HARTLEY, 37
VP Sales & Marketing
Dunhill Homes/
Nathan Carlisle Homes
Dallas

EDUCATION
 • BS, Journalism, University of Kansas

ACCOMPLISHMENTS
 • Instrumental in Dunhill being named the seventh fastest growing private company in Dallas by Southern Methodist University's Cox School of Business. Joined the company one year after it was founded in 2010; helped it grow from 27 closings to 400 in 2017 • NAHB One to Watch Gold Award Winner 2018 • Dallas HBA Sales Manager of the Year 2016

EXTRACURRICULAR
 • Avid marathon runner, raised more than \$200,000 in the past 10 years for various organizations • Licensed speaker/trainer for Texas Real Estate Commission

SECRET LIFE
 • Cartoon artist

OFF THE CLOCK
 • Spending time with family



GRANT HAVASY, 35
Cofounder, Managing Member
Blue & Gold Holdings,
Builder Funding
Huntington, N.Y.

EDUCATION
 • Bachelor Business Administration, Hofstra University

PROFESSIONAL CREDENTIALS
 • Licensed real estate broker

ACCOMPLISHMENTS
 • Third-generation real estate developer • Youngest elected president in the history of the Long Island Builders Institute • Chairman of the board for the Long Island Builders Institute in 2018 • Board member of Long Island Housing Partnership

EXTRACURRICULAR
 • Working with NewGround, building homes for previously homeless veterans and their families

SECRET LIFE
 • Scuba diving enthusiast

OFF THE CLOCK
 • Date nights • Biking
 • Family trips to Kauai, Hawaii, and the Amalfi Coast in Italy

FINALLY A BATH FOR BUILDERS. AND DESTROYERS.

Meet the Lawson® Oval drop in-bath. It's made of Vikrell®, so it's lightweight, built to last and installs fast. Not to mention it makes momma happy too, because it's so tough it can stand up to anything without chipping, cracking or staining. Tradesmen, your tub is here.

STERLING. Life. Well made.



STERLING
A KOHLER COMPANY

SterlingPlumbing.com

Circle 761

forty
UNDER
40



GREG KAWULA, 32
President
MG Brothers Construction
Elk Grove Village, Ill.

EDUCATION

- High school diploma

ACCOMPLISHMENTS

• Arrived from Poland, started his own company at age 19, awarded a \$1 million custom home project by age 23, and has since expanded from new construction and framing to additions, kitchen and bath remodeling, multifamily, and fitness clubs • Rescued numerous projects for investors and clients after they were let down by no-show or inept general contractors • Took over management of a \$1 million job after the previous contractor disappeared with \$400,000; finished it in less than four months. • Got a 22-unit apartment project plagued with cost overruns and suspect billing on track by handling supervision and the hiring and firing of trades

EXTRACURRICULAR

- Feed My Starving Children
- Pro bono remodeling work

OFF THE CLOCK

- Yomechas Indian Guides & Princesses Federation



ASHLEY KENT, 27
VP Sales & Marketing
Kent Homes
Wilmington, N.C.

EDUCATION

- BA, International Studies, University of North Carolina at Asheville

ACCOMPLISHMENTS

• After a year as a warranty technician, learned the construction side of the business and became a superintendent
• Sold 46 homes at \$16.5 million in revenue as a new-home sales rookie, accounting for 54 percent of annual revenue and 58 percent of total company sales • Transformed Kent Homes' sales department into a Best Practice Sales Operation while also increasing company sales and revenue each year
• Oversaw sales of 79 homes at \$28.97 million in revenue (2014-2015)

SECRET LIFE

- Brews her own beer
- Can speak Mandarin Chinese • Fantasy Football

OFF THE CLOCK

• Working out • Spending time with family • Carolina Panthers football



JOHN KRAEMER, 34
VP and Director of Sales & Marketing
John Kraemer & Sons
Edina, Minn.

EDUCATION

- BA, Gustavus Adolphus College • MBA, Augsburg College

ACCOMPLISHMENTS

• 2017 MN Builder of the Year, only four-time winner in history
• Elevating John Kraemer & Sons' identity through networking, marketing, and social media efforts: 22,000 Instagram followers; more than 60,000 Facebook followers

EXTRACURRICULAR

• Donor: Children's Cancer Research Fund, American Cancer Society Young Professionals, Make-a-Wish, The American Lung Association, and the Smile Network
• Working with the Builders Association of the Twin Cities Foundation in 2013 to remodel Vietnam veteran Dave Davidson's home to make it more accessible • Built a new schoolhouse for Freedom Farm, an equine therapy center for adults and children

SECRET LIFE

• "I was born without nasal bone or cartilage in my nose, so my nose is constructed of cartilage from my ribs. I can bend and twist my nose like I'm breaking it. Fun party trick."



ANNE LADEWIG, 39
Communications Manager
National Association of Home Builders
Washington, D.C.

EDUCATION

- BA, Journalism, Texas A&M

ACCOMPLISHMENTS

• Launched the Sales + Marketing app for the National Sales and Marketing Council (NSMC), which provides members phone and tablet access to articles from sales and marketing experts • NSMC and Institute of Residential Marketing Chairman's Award for outstanding service (2015)
• Learning about new media; training staff to leverage latest communication trends

EXTRACURRICULAR

- Public relations advisor for Kappa Delta Sorority, The George Washington University
- National Press Club's Communications Committee
- Washington Women in Public Relations

SECRET LIFE

• As a teenage lifeguard, saved a 10-year-old boy who was drowning • Knows the lyrics and accompanying hand motions for every Girl Scout, church, and sorority song

OFF THE CLOCK

- Girl Scout leader • Sunday school teacher



IT'S NOT A TREND. IT'S A REVOLUTION.

Visit ZIPRevolution.com to learn how easy it is to make the switch.

ZIPsystem[™]
SHEATHING & TAPE

© 2018 Huber Engineered Woods LLC. ZIP System, the accompanying ZIP System logo and design are trademarks of Huber Engineered Woods LLC. Huber Engineered Woods' ZIP System® products are covered by various patents. Please see ZIPSystem.com/Patents for details. HUB 16509 03/17

Circle 762

forty
UNDER
40



BRYAN LAFRANCHI, 36

**Senior Manager
Zillow Group
Seattle**

EDUCATION

• BS, Finance and Economics, Seattle University

ACCOMPLISHMENTS

• Worked on developing Zillow's Promoted Communities platform, which helped more than 1,000 builders get a greater ROI for marketing homes to more than 182 unique users • Developed sales culture that measures success based on conversion rates and ROI for builder clients • Helped evolve builder clients' understanding of online metrics from impressions to direct lead, conversions, and ROI • Started sales team that accelerated growth for builder clients for two straight years

EXTRACURRICULAR

• Green Beret Foundation
• Support the Beyond Project
• Youth basketball coach

OFF THE CLOCK

• Rafting class 4 and 5 rivers
• Fly fishing, hiking, and camping in the Pacific Northwest • Gardening and working with wood



QUINT LEARS, 40

**Sales Consultant
Hakes Brothers Homes
Las Cruces, N.M.**

EDUCATION

• BA, Communication Studies, New Mexico State University
• AA, Applied Science Logistics, Community College of the Air Force

PROFESSIONAL CREDENTIALS

• Master in Residential Marketing • Certified Marketing Professional • Master Certified New Home Sales Professional

ACCOMPLISHMENTS

• Took Hakes Brothers sales from six to 300 homes per year, making it one of New Mexico's largest family-owned builders
• National Sales Person of the Year Gold (2012), Silver (2016)
• One to Watch Silver Award Winner and Gold Finalist (2018), NAHB National Sales and Marketing Council

EXTRACURRICULAR

• Creator and host, NewHomeSales.com
• Guest host, BuilderRadio.com
• Published first book, *Partnering With Brokers to Win More Sales*

OFF THE CLOCK

• Volunteers piano and trumpet playing talents at church and for military events



JESSICA LOCKE, 33

**Online Sales Consultant
Rose & Womble Realty
Hampton Roads, Va.**

EDUCATION

• BS, Business Administration, Business Analytics minor, Old Dominion University

ACCOMPLISHMENTS

• In four years rose from research analyst intern to trainer for Dot Loop and Lasso to online sales consultant
• Handles online leads for 15 builders in two states. In first year, responsible for 1,100 new leads and nurturing 10,000 aged leads • 21 percent of leads converted to appointments; 80 percent of appointments kept; 33 percent of appointments ended in a sale • Online leads she originated made up more than 12 percent of new-home sales

EXTRACURRICULAR

• Board, Rose & Womble Foundation • Delivered Thanksgiving meals to 2,570 families for 25th annual Turkey Brigade

SECRET LIFE

• Was a Baby Jane Doe, left on the steps of a church, discovered by the janitor, and adopted by a loving family

OFF THE CLOCK

• Family hot tub • Soccer mom
• Audio books • Renovating houses • RV travel



JESSICA MATA, 36

**Director of Land Development
Van Metre Homes
Fairfax, Va.**

EDUCATION

• Attended Virginia Tech, Northern Virginia Community College

ACCOMPLISHMENTS

• Started with Van Metre as bond release manager; consolidated three separate bond programs with more than \$100 million in active bonds
• Took on administration of Van Metre's Affordable Dwelling Unit (ADU) program; present ADU projects for approval • Part of acquisition team that purchased regional builder/developer in 2015, with 14 new homes and 1,000-plus lots

EXTRACURRICULAR

• Van Metre's annual 5-Mile Run for Children's National Hospital, and Women's Leadership Committee • Den mom for Cub Scout and Girl Scout troops

SECRET LIFE

• Completed a Tough Mudder challenge • Plans to hike the Appalachian Trail

OFF THE CLOCK

• Reading • Camping
• Learning to play piano



Building Your Future

JUNE 25-26, 2018

San Francisco, Moscone Center

Save the Date!

Join us this year as we partner with PCBC 2018 to offer our Under 40 Executive Summit's interactive content, new ideas, housing tour, and networking along with all that PCBC's Exhibit Floor has to offer: more than 300 top companies showcasing their best new products and technologies for building the homes of tomorrow, access to thousands of housing professionals, open-to-all education sessions, three keynotes, and much, much more.

WHO SHOULD ATTEND:

Owners

Sales Managers

Construction Managers

Presidents

Marketing Directors

Design Leaders

Executives

Purchasing Managers

Register Today! PBUnder40.com

or contact Judy Brociek at jbrociek@sgcmail.com

forty
UNDER
40



REBECCA McADOO, 32
VP Sales & Marketing
Ashton Woods Homes
Raleigh, N.C.

EDUCATION

• BA, Psychology, minors in Sociology and Human Services, Elon University

ACCOMPLISHMENTS

• Sold most real estate in her career, \$30 million with sales partner at a Durham subdivision, in 2009, in the depths of the recession
• Chosen out of 20,000 employees in 2007 to speak and be part of the National Centex Core Values video when working as customer relations manager for Centex's Fox & Jacobs • Started Ashton Woods' Raleigh division in 2010 with three employees. It has since grown to a staff of 70 with triple-digit closings last year

EXTRACURRICULAR

• Habitat for Humanity
• Masonic Home for Children
• Shepherd's Table Soup Kitchen

SECRET LIFE

• Can palm a size 6 basketball
• Loves to play *The Phantom of the Opera* and *Les Miserables* on piano



TERAISSA McGOVERN, 36
Project Coordinator
Brewster McLeod Architects
Aspen, Colo.

EDUCATION

• BS, Cultural Anthropology, Fort Lewis College

ACCOMPLISHMENTS

• Grew career in residential construction by skill-building
• Used knowledge of construction, land codes, and interiors to expand firm's services • Returned to college at age 29; graduated first in class, summa cum laude

EXTRACURRICULAR

• City of Aspen Arts and Non-Profits Grant Review Committee • Aspen Center for Environmental Studies volunteer • Big Buddy volunteer

SECRET LIFE

• Raised in rural Wisconsin in a house with no electricity or running water • Great-great-grandfather supervised construction of Murphy Windmill in San Francisco's Golden Gate Park

OFF THE CLOCK

• Avid knitter ("In the pattern, I see the finished garment; in the drawings, I see the finished building.") • Skiing • Biking
• Rock climbing



DANA MIRCH, 33
VP Management
SFMC
Manassas, Va.

EDUCATION

• BS, Biology, George Mason University

PROFESSIONAL CREDENTIALS

• Professional Community Association Manager (PCAM)
• Association Management Specialist • Certified Manager of Community Associations

ACCOMPLISHMENTS

• Promoted to current title in 2017 after turning around troubled condo associations and HOAs, earning respect of builder clients for taking on challenges of managing community associations
• Earned PCAM certification, completing a five-year process including continuing education, volunteer hours, and case studies evaluating all aspects of a community association
• Invited to Virginia Leadership Retreat for several consecutive years for community association education and networking

EXTRACURRICULAR

• Charity runs for Children's National Medical Center, YMCA Loudoun County, Novant Health UVA Health Systems, and St. Jude Children's Research Hospital



JAMES MONROE, 35
Owner
James Monroe Homes
Lexington, Ky.

EDUCATION

• BA, Business Management and Business Economics, University of Kentucky

ACCOMPLISHMENTS

• 2013 Builder Member of the Year for HBA of Lexington
• From \$250,000 loan in 2006, company has grown to \$6 million in sales, 44 homes built, and six employees in 2018
• Opened design center in 2016 with software enabling selections from smartphone
• Building high-performance homes since 2009; Energy Smart Builder Award from HBA, 2013 and 2014 • Building Owens Corning ComfortBuilt Homes priced under \$300,000; under-50 HERS score, without expensive mechanicals, spray foam, or renewable energy

EXTRACURRICULAR

• Home Builders Care
• Homes for Veterans Committee • Helped start Building Institute of Central Kentucky • Church deacon and youth group leader

SECRET LIFE

• Started own company at 23; worked at jobsite with first-born son strapped to his chest

OFF THE CLOCK

• Whitewater kayaking
• Snowboarding



Thank goodness for Goodman.[®]



At Goodman, we believe in American dependability. Units are designed, engineered and assembled in the U.S.A.



Our continuing commitment to quality products may mean a change in specifications without notice.

© 2018 Goodman Manufacturing Company, L.P. · Houston, Texas · USA

www.goodmanmfg.com

forty
UNDER
40



CHELSEA NIELSEN, 35
Online Sales Counselor/New Home Matchmaker
CBH Homes
Meridian, Idaho

EDUCATION
• BS, Sociology and Anthropology, University of Idaho

ACCOMPLISHMENTS
• Developed and implemented online sales training for new hires. Grew the online sales team from two to four people; converted 37 percent of online leads to appointments, resulting in 34 percent of sales last year • Responsible for creating over 450 appointments—more than 40 percent of CBH's online sales appointments last year
• Accounted for more than 151 home sales and 125 closings in 2017

EXTRACURRICULAR
• Leukemia & Lymphoma Society fundraiser • Idaho Food Bank • Former Special Olympics swimming coach

SECRET LIFE
• Makeup artist for Idaho Opera • Training to beat husband in 10K

OFF THE CLOCK
• Skiing • Running • Reading



DAVID NIELSEN, 32
Division President
Cole West Home
Washington, Utah

EDUCATION
• BS, Business Management-Finance, Brigham Young University • Master of Real Estate Development-Finance, University of Utah

ACCOMPLISHMENTS
• Oversaw rapid growth of Cole West. Led sales with 60 closings in 2016, 90 in 2017, and a projected 190 in 2018
• Left banking to be land acquisition manager for Hakes Brothers in New Mexico and delivered land opportunities that have helped the company grow in four years from 125 units sold to more than 250 annually • Has contracted or closed on more than \$60 million in improved lots during his career • Invigorated Cole West sales team by introducing and supporting a company culture that accepts human imperfection, but never a lack of exceptional, daily effort

EXTRACURRICULAR
• Boy Scouts den leader
• Mentor for young professionals and college students

SECRET LIFE
• Fluent in Japanese

OFF THE CLOCK
• Fly fishing • Trail running
• Cycling • Skiing



KEVIN OAKLEY, 36
Managing Partner
Do You Convert
Columbus, Ohio

EDUCATION
• BA, Computer Graphic Arts, History and Photography minors, Taylor University

ACCOMPLISHMENTS
• Wrote "Presale Without Fail," a free e-book that has changed how new-home communities are launched around the world
• Guided marketing and sales during recession at Heartland Homes, which grew from 200 annual closings to more than 450 from 2008 to 2012
• Highest-rated speaker at 2017 International Builders' Show

EXTRACURRICULAR
• Board member, Wesley Spectrum Services, which helps individuals battling autism, behavioral health, and developmental disabilities
• Suffer the Children: Guatemala

SECRET LIFE
• "I have attention deficit disorder. We actually focus better than those who don't have it if we're really interested in the subject."

OFF THE CLOCK
• Road biking • Soccer
• Photography • Video games with four kids • Making pancakes



KENNY PASCOE, 39
Owner
Pascoe Builders
New Castle, Pa.

EDUCATION
• BS, Civil and Construction Engineering Technology, Youngstown State University

ACCOMPLISHMENTS
• Since age 8, spent every hour possible working with dad, Frank, who founded the company • Worked with father to secure design/build and lease contract for National Training Center; on-site construction manager for 25,400-square-foot campus
• Adjunct professor, Youngstown State: timber design, material science, construction, soils and foundations

EXTRACURRICULAR
• Past president, Lawrence County Builders Association
• Board member, Laurel Community Foundation for local school and park districts
• Eastbrook Presbyterian Church
• Judge senior projects for Youngstown's Capstone panel

SECRET LIFE
• Hunting, Amateur Trapshooting Association's All American team • Raising grass-fed Black Angus beef sold locally • Coaching daughter's softball team

Put the Flooring Experts on Your Team!

FLOORTRENDS | SPRING 2018

BellaWOOD[®]
PREFINISHED HARDWOOD FLOORING

BellaWood Tribeca Oak

Lumber Liquidators Pro+ Services Team is ready to help you, your contractor, and your customers with ANY flooring project. We're pros taking care of pros. We provide product-specific expertise, samples, and more – like today's hottest flooring trends! Give us a call today!

- Leading brands you can trust
- Professional pricing
- Dedicated account representative
- Business line of credit
- Nationwide distribution

LL
Pro+

Pros Taking Care of Pros

**LUMBER
LIQUIDATORS**[™]
HARDWOOD FLOORS FOR LESS!

For more information contact your Pro+ Sales Representative
at 800-274-2360 or prosales@lumberliquidators.com

Circle 764

forty
UNDER
40



JACK POU, 39
Director of Construction
Level Homes
Baton Rouge, La.

EDUCATION
• BS, Business Administration,
Louisiana State University

ACCOMPLISHMENTS
• Oversaw 231 closings last year and 161 in 2016 with a staff of 10 superintendents, a project manager, warranty administrator, warranty technician, and two interns.
• Achieved above average customer satisfaction ratings in Avid Ratings' move-in surveys
• Served on preferred trade committee and leading strategic planning objectives team, working to reduce cycle time, establish mentoring program, formalize the internship program, and organize field trips
• Nominated by staff of 45 as Employee of the Year in 2015

EXTRACURRICULAR
• Dream Day Foundation and Habitat for Humanity

SECRET LIFE
• Has hearing so keen that when deer hunting, can hear a buck from a mile away

OFF THE CLOCK
• Hunting, fishing • Meatball Mondays at local Italian restaurant • Listening to his five children talk about school



JAMIE RAYNE, 37
VP and Strategist
Bain Cochran Construction
Tijeras, N.M.

EDUCATION
• BA, Women's Studies,
Women in Leadership,
University of New Mexico

PROFESSIONAL CREDENTIALS
• Certified Green Professional
• OSHA Certified

ACCOMPLISHMENTS
• Youngest and second woman elected president of HBA of Central New Mexico in 2015-16; revamped bylaws
• 2017 Woman of Influence by Albuquerque Business First • Chosen by Southwest Learning Center High School as keynote commencement speaker, requested by students
• Engaged in developing leaders, initiatives, and policies to assist others in seeing their potential, removing silos between builders, remodelers, and associates to address industry's changing needs

EXTRACURRICULAR
• Home Builders Care
• Women's Housing Coalition
• Albuquerque Boys Center
• Big Brothers Big Sisters mentor • Hurricane Harvey relief efforts

SECRET LIFE
• 10 years of kickboxing, barrel racing, and vaulting on horseback • First responder



AARON ROAN, 38
VP Operations
Inspired Homes
Kansas City, Mo.

EDUCATION
• BS, Construction
Management, Michigan
State University

ACCOMPLISHMENTS
• Patriotic Employer Award from Department of Defense for supporting Army Reserve employees' military service commitment • Successfully launched Fox & Jacobs product line in Detroit market for Centex Homes. Completed the estimating and purchasing for new line; facilitated in-company training through Fox & Jacobs University • Helped Lombardo Homes grow in eight years to be a builder with more than 400 annual closings—from less than 200—by establishing processes for estimating, purchasing

EXTRACURRICULAR
• Habitat of Humanity
• Harvesters Food Bank

OFF THE CLOCK
• Golf • Canoeing in Michigan's Upper Peninsula • CrossFit/ Olympic weight lifting • Detroit Tigers and MSU athletics



SCOTT SANDERS, 34
President and CEO
BrightLeaf
Chicago

EDUCATION
• BS, Construction Management, Business minor, Illinois State University • MS, Sustainable Construction, San Francisco Institute of Architecture

PROFESSIONAL CREDENTIALS
• Certified Green Building Professional • Certified Master Builder (NAHB)

ACCOMPLISHMENTS
• Grew company from remodeling one home in 2012 to generating \$10 million in annual revenue by building 20 houses by 2018 with two partners, \$10 million in revenue, and 7 employees • Presented at many industry events on how BrightLeaf builds attainable, high-performance homes, Zero Energy Ready and Energy Star certified, with off-the-shelf materials • Three-time U.S. Department of Energy Housing Innovation Award winner

EXTRACURRICULAR
• Junior Achievement, Habitat for Humanity

FAVORITE READS
• *Great Game of Business*, by Jack Stack • *Retooling the U.S. Housing Industry*, by Sam Rashkin

OFF THE CLOCK
• Baking, cooking • Running
• Biking



Brilliant ways to
connect & protect.



Discover smart solutions for your entire home.

Eaton provides connected lighting, home automation and energy management solutions to make homes smarter, safer and life simpler. Integrate single room and total home control into smart home systems for a seamlessly intelligent experience.

To learn more about Eaton's connected offerings, **visit booth W3490 at the International Builders' Show®.**



Powering Business Worldwide

PROUD PARTNER OF
**Professional
Builder** ■■■
SHOW VILLAGE

www.eaton.com | © 2017 Eaton Corporation All Rights Reserved

Circle 765

forty
UNDER
40



MIKE SANDKUHLER, 38
VP Building Operations
Van Metre Homes
Broadlands, Va.

EDUCATION

• BA, History, Hampden Sydney College

ACCOMPLISHMENTS

• Promoted to current post to oversee daily operations of 700-unit builder, including guiding the architecture, purchasing, and construction teams and the manufacturing arm that provides roof trusses and floor and wall panels • Youngest person to serve as president of Prince William chapter of the Northern Virginia Building Industry Association and played key role in legislation designed to reform the entitlement process • Currently serving as board president for HomeAid Northern Virginia, which leverages building community resources to build and renovate homeless shelters

SECRET LIFE

• Father was a Marine Corps brigadier general; mother was a Catholic school vice principal. Their discipline was a huge factor in professional success

OFF THE CLOCK

• Hiking, camping • Mountain biking • Paddle boarding, water sports • Shooting sports • Golf



CHOLLA SUSINI, 38
VP Marketing
Adams Craig Acquisition and Joseph Carl Homes
Scottsdale, Ariz.

EDUCATION

• BS, Housing and Urban Development, Arizona State University, emphasis on design

ACCOMPLISHMENTS

• Handled planning and managing construction specs, documentation, and reporting leading to company's first Emerald Award from Home Innovation Research Labs • Collaborated with City of Scottsdale and neighbors of an infill property to amend plan and rezone to higher density • Instrumental in leveraging Internet to drive \$1 billion in annual sales with Engle Homes and \$25 million for Joseph Carl in 2010. On track for \$20 million in 2018 with the company rebranding as a sustainable, entry-level home builder

EXTRACURRICULAR

• Paz de Cristo Outreach Center

SECRET LIFE

• Contestant on five episodes of "Family Feud" with Steve Harvey

OFF THE CLOCK

• Cooking • Yoga • Pilates • Hiking (first trekked Grand Canyon at age 12)



MATTHEW WILSON, 29
Director of Digital Marketing and Internet Sales
Maronda Homes
Pittsburgh

EDUCATION

• BA, Political Science with Leadership minor, California University of Pennsylvania • MS, Secondary Education, University of Pittsburgh

ACCOMPLISHMENTS

• Boosted monthly Internet appointments from 100 to 500; online sales accounts by between 45 to 60 percent of monthly sales • Convinced Maronda of value of online presentation. Implemented 360-degree virtual house tours and color visualizers so customers can pick and change colors and styles before buying a home. Rolled out interactive floor plans and Oculus programming • Wrote training manuals and email templates for Internet sales counselors • Mentoring others pursuing marketing and digital marketing in particular

SECRET LIFE

• Formidable Monopoly player when he is the banker • Not at all into social media personally

OFF THE CLOCK

• Boating • Golf • Skiing



TIM WINTER, 39
President and CEO
Paradigm Building Group
Fairfax, Va.

EDUCATION

• BA, Business, Penn State University

ACCOMPLISHMENTS

• Started company in 2007. Has completed more than 100 projects with revenue exceeding \$30 million. Earned "Top Vote Getter" for five straight years in builder and remodeling categories by Arlington Magazine readers • Pioneered Pop Top Remodeling for rambler or split-level homes (adds livable space vertically) • Cofounded nonprofit Paradigm Foundation in 2014, which has built 25 homes in third-world countries for families living in extreme poverty

EXTRACURRICULAR

• Paradigm Foundation, Open Arms Worldwide, Leadership Arlington • Climbed Mt. Rainier to raise money for the WholeHearted Foundation and The Last Well

SECRET LIFE

• Chased by an elephant while on safari in South Africa

OFF THE CLOCK

• Golf • Cooking • Pittsburgh sports • Travel • Wine connoisseur