

January 18, 2012

Linda Dickert,  
2011 Chair

Allison Moriarty,  
2012 Chair



### Meet your 2012 TSMC Executive Committee:

2012 Chair  
Allison B. Moriarty  
M/I Homes of Raleigh  
amoriarty@mihomes.com

Vice Chair and  
Community Outreach  
Petra Bottomley  
Coldwell Banker HPW Builder  
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Build-PAC  
A.J. Young  
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Meredith Communications  
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Communications  
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Awards  
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Coldwell Banker HPW Builder  
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MIRM  
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Reserves  
Donna Kemp  
SanMarco, Inc.  
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Membership  
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Savvy Homes  
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MAME  
Tracey Hall  
ProBuild  
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Builder Liaison  
Warren Smith  
L&L of Raleigh  
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Past TSMC Chair  
Linda Dickert  
Stone Agency  
lindad@thestoneagency.com

### TSMC Jump Starts a New Year!

2012 will be a great year!

#### TSMC remains the largest SMC in the country!

Starting out we're looking to  
**Allison Moriarty** to  
motivate us in the  
right direction! One  
of her top goals is  
the **CanStruction**  
project—yep, you  
read it here first!

**TSMC** won Best  
SMC of the Year  
Award last year at  
the 2011 Nationals  
and is **one of the  
Silver Finalists for  
the 2012 Nationals as  
Best SMC**— fingers crossed!

In helping to reach new  
membership goals this year,  
**Jim Swingle, the 2012  
TSMC Membership Chair,**  
is teaming up with **Nancy  
Latz, the 2012 HBA Mem-**

**bership Chair,** to hold a  
**phon-a-thon on Feb. 16.**  
They need your help to grow  
the TSMC so contact Jim  
today!



The Nationals—  
National Sales and  
Marketing Awards—  
will be held on Feb.  
8 in Orlando, FL.  
Now in its 31st year,  
The Nationals pays  
tribute to superior  
sales and marketing  
achievements by  
individual sales and marketing  
professionals, homebuilders and  
associates, and sales and marketing

upcoming classes required for  
the designation will be March  
1 & 2—**IRM-I Understanding  
Housing Markets and  
Consumers;** April 26 & 27-

**IRM-II Marketing Strategies,  
Plans and Budgets;**  
and on June 14 & 15 - **IRM-  
III Lifestyle Merchandising,  
Advertising and Pro-  
motion Strategies.**

Don't forget about upcoming  
events with both the HBAs!  
**February 23 is the HBA of**

**Raleigh-Wake  
County Hall of  
Fame and Spike  
Awards!** While the  
**HBA of Durham,  
Orange and Chat-  
ham Counties** will  
have their Builder  
Appreciation/  
Tabletop Reverse  
Roundtable Event on  
**February 23.**

Don't forget, the  
**MAME Entry deadline is  
February 3!** Check out  
**MAME School,** online, for  
more information!

### Don't Sit on the Sidelines this Year—Get Involved!

Last year, the TSMC, led by  
the efforts of **Wayne Holt of  
Reward Builders** and  
**Allison Moriarty of M/I  
Homes,** helped a special little  
boy receive a new bedroom  
through **April's Angels!** This

year your TSMC is planning  
more community service  
projects! **Get involved this  
year** by either helping to  
recruit new members, finding  
some key sponsors for MAME,  
or impact your community

through a charity outreach  
project! If you don't have a  
lot of time to commit because  
of your schedule, then join  
the **Reserves Committee!**

### Your TSMC is All Online!

**It's all online!** Looking for  
MAME deadline information—it's  
online! Looking for the next  
breakfast—online! Say you want  
to join a TSMC committee and get  
involved this year—online! Do you  
notice a trend here? **Find online:**  
Committee Sign Up forms, Break-

fast and Event Information, MAME Awards, Photos,  
and more! **Next Breakfast will be February 15!**  
TSMC members, **sign up early by 3pm on Feb. 13  
to pay only \$20.** It will cost \$30 after Feb. 13!

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