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**For Immediate Release**



## **PROSALES MAGAZINE UNVEILS 2010 EXCELLENCE AWARD WINNERS**

Washington, D.C. – November 17, 2009 – PROSALES magazine is pleased to announce the winners of the 2010 PROSALES Excellence Awards – the most prestigious awards program in the construction supply industry.

The PROSALES Excellence Awards honor outstanding achievements in construction supply in showroom design, facility design, technology, marketing and customer service, advertising, and Web sites. The awards program honors business leaders whose creativity and ingenuity have not only improved and reinvigorated their own companies, but also set new benchmarks for service in the entire industry.

The 2010 Excellence Awards winners, locations and categories are:

- Boyce Lumber, Missoula, MT / Showroom
- Millard Lumber, Omaha, NE / Showroom
- American Lumber, Walden, NY / Advertising
- Ferguson Enterprises, Newport News, VA / Advertising
- TW Perry, Gaithersburg, MD / Technology
- Mathew Hall Lumber, St. Cloud, MN / Website

Receiving honorable mentions are:

- ProBuild, Denver, CO / Marketing
- Hayward Lumber, Monterey, CA / Marketing
- Concord Lumber, Littleton, MA / Marketing
- Jackson Kitchen Designs (Jackson Lumber), Lawrence, MA / Showroom
- **Legacy Building Specialties, Granby, CO / Showroom**
  - **www.LegacyCWD.com**

To win the awards, dealers and distributors competed in six different categories: Best Advertisement, Best Marketing Campaign, Best Website, Best Showroom, Best Facility Design, and Best Use of Technology. The judges then decided which entries, regardless of the category, achieve excellence and which other entries had shown enough merit to be awarded an honorable mention.

Four judges picked the winners: Chris Rader, PROSALES columnist and president, Rader Solutions, Lafayette, La.; Rick Davis, PROSALES columnist and president, Building Leaders, Chicago; Dick Tarr, manager and co-owner, Lapointe Lumber, Augusta, Maine; and Scott Casper, marketing director, Builders. (the latest PROSALES Dealer of the Year), Kearney, Neb.

“The 2010 PROSALES Excellence Award winners exemplify the smart, innovative, creative thinking that’s taking place at America’s best construction supply companies even as we suffer through the worst housing market in decades,” said Craig Webb, editor, PROSALES magazine. “Boyce’s showroom is helping bringing in whole new groups of customers, while Millard’s showroom unites a wide number of diverse displays into an attractive, harmonious whole. The Honorable Mentions for showrooms went to Jackson Kitchen Designs for its numerous innovations that reduced clutter while boosting sales and to **Legacy Building Specialties, Granby, Colorado, for creating a showroom that provides a comprehensive display of choices to a remote market.** *“Legacy Building Specialties might be located in a small town, but its extensive, high-quality array of products rivals that of much bigger cities,” said Craig Webb, ProSales’ editor. “The judges were wowed by all the goods that Legacy’s local clientele could buy to build their homes without ever having to leave the area. That’s a rarity among dealers of Legacy’s size, and thus was eminently worthy of recognition.”*

“In advertising, American Lumber’s ‘We want your small orders’ campaign boosted sales by emphasizing a core strength of the company to its existing customers,” Webb noted. “In contrast, Ferguson’s ‘Let us orchestrate your dream’ commercial reached out to an important new group of customers by showing how its consultants could help them sort through and select from Ferguson’s thousands of product choices.

“And the technology winners had just as important a story to tell,” Webb continued. “TW Perry’s new color-coded sales reports condensed stacks of pages of data down to a single, easy-to-scan sheet. And Mathew Hall figured out how to create a website that gives its customers a sense that they were dealing with a company that had been in business for decades and yet still was offering state-of-the-art services like online ordering and bill payment.”

As for the Honorable Mention recipients, in marketing ProBuild was honored for its ProEarth campaign, Concord Lumber was recognized for its use of seminars to establish the company as a go-to source of expertise on a variety of issues, and Hayward Lumber was honored for its “Born to Build” T-shirt campaign.

Key personnel who figured into each winning entry are featured in a series of magazine covers in the just-released November/December edition of PROSALES. The six prize winners also will receive a \$500 check to give to the charity of their choice. For complete Excellence Awards coverage, visit [www.prosalesmagazine.com/excellence](http://www.prosalesmagazine.com/excellence).

### About Hanley Wood

Hanley Wood, LLC, is the premier media and information company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood Business Media** (Washington, D.C.) publishes 30 award-winning residential and commercial construction titles, including BUILDER, REMODELING, CUSTOM HOME, CONCRETE CONSTRUCTION and *residential architect*. **Hanley Wood Business Media** also offers the construction industry's foremost collection of Web sites, including BUILDER, REMODELING, and **ebuild**, the comprehensive online guide to building products, as well as the largest collection of house plans online through ePlans.com and Dream Home Source.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.



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