

PRESS RELEASE



Florida Home Builders Association Honors Kathleen McDaniel as its 2017 Woman of Distinction

For Immediate Release:

The Florida Home Builders Association honored Kathleen McDaniel of Holiday Builders, Inc., as the 2017 Woman of Distinction, a recognition awarded by over 7,900 FHBA members across the state. Selected by a council of industry leaders, the award is presented to a woman member who exhibits best practices, expertise, and exceptional leadership qualities.

McDaniel will be presented the award on Saturday, October 21, 2017, during the FHBA Fall Leadership Conference at the Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach, Florida.

McDaniel has made her career as a new home building professional through hard work and dedication to the industry, as evident from her recognition in 2012 by industry peers for the National Association of Home Builders (NAHB) Master Certified Sales Professional. As an NAHB certified instructor and accomplished trainer with seven professional certifications, McDaniel easily serves as a positive role model for other women in the building industry.

In addition to her many industry leadership roles, McDaniel focuses her energies in securing the success of the federated organization – Home Builders and Contractors Association of Brevard (HBCA of Brevard), FHBA, and NAHB. Most notable is her Board leadership within the HBCA of Brevard, where she accepted the role of re-establishing the Sales and Marketing Council to address the sales need in the local sector. She brings to the Council analytics and adjustments to business practices, new technology, and market trends that help make members successful in their own companies.

“We strive to emphasize the outstanding successes and innovations of woman builders and trade partners. Kathie has a strong desire to see the homebuilding industry be successful,” said Rusty Payton, FHBA CEO/Chief Lobbyist. “Her passion to increase the role of sales and marketing in the building industry, regardless of the business climate, is commendable.”

Established in 1949, the Florida Home Builders Association is affiliated with the National Association of Home Builders (NAHB) and Florida's local/regional homebuilder associations. FHBA, along with its affiliates, work to create the best possible economic and regulatory environment for members to succeed.

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