

THE NEW AMERICAN HOME FACT SHEET

Sponsors

NATIONAL COUNCIL OF THE HOUSING INDUSTRY (NCHI) -- 52 manufacturers, suppliers and service organizations "dedicated to providing the kinds of products and services builders need." NCHI is the manufacturers' council of the National Association of Home Builders. 1984 NCHI Chairman, Charles V. Phillips, Jr., executive vice president, Kettler & Scott, Inc. Vienna, Va.; Chairman of NCHI's New American Home Task Force, William Ficken, vice president of sales, Moen Builder Division, Moen Group, Stanadyne, Inc.

BUILDER -- The official magazine of the National Association of Home Builders. Serves the housing industry's 185,700 builders, architects, subcontractors, dealers, financial institutions and Realtors. Recently was ranked the fastest growing business magazine in the country by Folio: 400, the magazine for magazine publishers. BUILDER is the largest circulation magazine in the housing industry. The magazine is published by Hanley-Wood, Inc. of Washington, D.C.; Publishers, Michael Wood and Michael Hanley. Editor, Frank Anton.

GOOD HOUSEKEEPING -- "The Magazine America Lives By," with a circulation of 5 million. Since 1885, Good Housekeeping has provided unique consumer education and consumer protection. Hearst Publications, publisher. John Mack Carter, editor; Genevieve Fernandez, editor, Home Building and Decorating Department.

Architect

Fisher-Friedman Associates, San Francisco. Rodney Friedman, partner in charge of the New American Home project. The 55-person firm does residential design, planning and urban design and has been in business since 1962. The firm has designed and built more than 100,000 homes and has received 140 local and national awards.

Builder

Gemcraft Homes, Inc., Houston. Frank Romero, executive vice president. Since the Houston-based firm first opened in 1979 it has constructed about 8,500 homes. It builds in Houston, Dallas/Ft. Worth, Austin, San Antonio and Oklahoma. The majority of Gemcraft's homes are single-family detached units. However, the company also builds some duplexes, town houses and condominiums.

Landscape

Design: SWA Group, Houston. Installation: Houston Landscaping Associates.

Interior Designer

Stan Hura, New York.

NATIONAL COUNCIL OF THE HOUSING INDUSTRY

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