

THE NEW AMERICAN HOME '88 TEAM

SPONSORS

NATIONAL COUNCIL OF THE HOUSING INDUSTRY (NCHI) -- NCHI consists of 64 manufacturers, suppliers and service organizations "dedicated to providing the kinds of products and services builders need." It is the manufacturers' council of the National Association of Home Builders. The 1987 NCHI Chairman is William H. Ficken, a long-time NAHB/NCHI member from Moen Faucet, Division of Stanadyne. The Chairman of NCHI's New American Home Task Force is John S. Bush, Jr., Vice President, Government Affairs, U.S.G. Corporation. As NCHI Board of Trustees Chairman, John Bush initiated the first "New American Home" in 1984.

BUILDER magazine -- BUILDER is the official magazine of the National Association of Home Builders (NAHB) and has a circulation of more than 189,000 builders, architects, subcontractors, dealers, financial lenders and Realtors. The magazine is ranked as one of the fastest-growing business magazines in the country by FOLIO: magazine. BUILDER is published by Hanley-Wood, Inc. of Washington, D.C. The company also publishes REMODELING magazine. The publisher is Frank Anton and Mitchell Rouda is the editor.

HOME magazine -- HOME, the leading consumer magazine of architecture, building and design, has a primary circulation of 900,000 home enthusiasts and an audience of more than 2.2 million. In the past six years, HOME readership has grown 260%. In 1987 it had its best year ever for ad pages and revenue volume. It has appeared in FOLIO: The 400 as one of the most successful consumer magazines in the nation every year since 1982. HOME is published monthly by Home Magazine Publishing Corp., a subsidiary of Knapp Communications Corp., which also publishes ARCHITECTURAL DIGEST and BON APPETIT. The magazine's publisher is Michael C. Stanke. Channing Dawson is the editor.

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