



Colleen Edwards to be inducted into California Building Industry Hall of Fame
San Jose Mercury News
Advertorial
June 11, 2006

Colleen Edwards, founder and president of marketing communications agency, EMC, will be inducted into the California Building Industry Hall of Fame on Tuesday, June 20, at the Westin St. Francis Hotel in San Francisco.

EMC is one of the West's leading companies in delivering strategic marketing for homebuilders and land use development companies.

The CBIA Hall of Fame, now in its 22nd year, is composed of 150 men and women whose contributions have resulted in the long-term advancement of homebuilding, construction, development, marketing, finance or related service within the building industry in California. The honorees are also involved in public service, civic, social and philanthropic organizations in their communities.

Also named to the Hall of Fame were Keith and Brenda Christopherson, co-chairs, board of directors, Christopherson Homes, Inc.; Jonathan Jaffe, chief operating officer, Lennar Corporation; Michael Towbes, chairman of the board, The Towbes Group; and Lawrence Weinberg, founder, Larwin Company.

Edwards' induction into the CBIA Hall of Fame comes as a result of her more than 25 years of dedication to the homebuilding industry.

Her extensive industry involvement demonstrates her passion for the business.

Edwards co-founded the Women's Council of the Home Builders' Association of Northern California, and also served as its president.

Edwards served for many years as a director on the BIA of Northern California regional board, as is a past president of the Sales & Marketing Council. She has also served on the board of Home-Aid (the charitable division of the Home Builders Association of Northern California) and, for the past several years, has co-chaired the

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Pacific Coast Builder Conference (PCBC) programs committee. Edwards was appointed to the PCBC board of directors earlier this year.

Edwards is a magna cum laude graduate of the School of Journalism, University of California, Berkeley, and is a member of Phi Beta Kappa.

She started her own business at age 26, with money enough for less than one month of operations. From those early days in Lafayette working out of an apartment with yellow shag carpeting and a stat camera in the bathroom, Edwards has grown to become an industry superstar.

Her extensive experience and writing skills led her to publish "From Good Market Research to Great Marketing," a how-to guidebook for homebuilders and marketing professionals. She is now working on a mystery novel. All the while she juggles running EMC, driving her kids on school field trips, and creating verbal and visual masterpieces for her clients.

Edwards also works hard to contribute to her community. This year, she has contributed pro bono work to support HomeAid. In addition, she has led a media outreach effort for the East Bay's "Umbrella of Churches" Operation Katrina program. The non-profit organization has raised more than \$700,000 and built 14 homes in Mississippi to provide housing for hurricane disaster victims.