

Sandra Keedy Receives Highest Honors At The 2007 MAME Awards Gala

Date: 04-24-2008 03:17 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Hayes Martin Associates, Inc](#)



One of the highest honors bestowed at the MAME Awards each year is the B.J. Stewart Women's Achievement Award. Like past winners, this year's recipient, Sandra Keedy, President and Creative Director of Hayes Martin Associates, Inc., was recognized for her longstanding contributions and generous donations of time and expertise to the home building industry spanning an impressive career of 33 years. The MAME (Major Achievement in Marketing Excellence) Awards, sponsored by the Sales and Marketing Council of the Building Industry Association of Southern California (SMC/SC), presented Keedy with the accolade on April 19, 2008 at the Disneyland Hotel® in Anaheim.

"I am grateful and overwhelmed to be honored with such a prestigious award. Barbara Stewart was most influential to me when I worked for her years ago. She taught me what it takes to be successful as a woman in a business environment. Her mentoring provided direction and motivational feedback that has proved to be a tremendous asset to my success and the success of Hayes Martin Associates," comments Keedy. "It is an honor to be selected for the B.J. Stewart Women's Achievement Award and a privilege to share the accolade with the many exemplary giving and caring women that have gone before me."

The B.J. Stewart Women's Achievement Award recognizes a woman who has contributed greatly through generous donations of time and expertise on behalf of the building industry and/or other charitable causes and possesses a sharing attitude, which is evidenced by her professional achievements.

"My passion for this industry has grown to be an integral component of my life flowing into every facet both personally and professionally," continues Keedy. "I am blessed with a wonderfully supportive husband and family, enjoy a career that I love surrounded by the dedicated HMA team, and have friends who allow me to relax and enjoy life's subtle pleasures. Without these individuals in my life, I would not be able to extend myself to the extent that I desire."

While Keedy's professional achievements have earned the respect of her peers, her leadership and pursuit of charitable causes has established a legacy of giving back to an industry and community that has served her well. Keedy's philanthropic endeavors include a wide array of organizations and institutions, from HomeAid and City of Hope to the Sisters of the Sacred Heart retreat center. Additionally, she has donated her knowledge and talent in teaching and mentoring young professionals through industry programs such as MIRM, SMC, and numerous other educational classes, workshops and organizations.

"There is still much to accomplish for those in pursuit of their dream of homeownership and for those seeking the security of a brighter future," continues Keedy. "My work is not yet complete and I challenge each of us to reach beyond ourselves and ask how we can improve our world in the most positive of ways."

Furthering the honors for the evening, the 21-year-old agency, widely regarded for its progressive thought processes in all aspects of marketing, advertising and public relations captured four MAME Awards in diverse categories for Standard Pacific Homes Orange County Division. Trophies were presented for 'Best Direct Mail Campaign' for The Tides; 'Best Direct Mail - Single Piece' for Talega Secrets; 'Best Internet Marketing Campaign' for ItPaysToNameDrop; and 'Detached Luxury Community of the Year' for The Tides. The agency was also recognized with 15 finalist nominations spanning 12 individual categories, including multiple nominations for online marketing, representing its trend-setting expertise for many of the nation's most respected homebuilders and developers.

The MAME Awards annually attracts more than 500 entries involving new home communities in all six Southern California counties, including Ventura, Los Angeles, San Bernardino, Riverside, Orange and San Diego. Encompassing all facets of new home marketing and merchandising, this highly regarded competition provides for entry opportunities in a diversity of competitive categories ranging from product design, model complex landscaping, interior merchandising, sales office design, logo design, graphics, brochures, signage, advertisements, overall advertising campaigns, special promotions and website presentations.

Hayes Martin Associates is one of the nation's leading marketing, advertising and public relations agencies known for its expertise in representing residential developers and master-planned communities. Hayes Martin Associates provides clients the opportunity to implement their offline and online strategic marketing vision through the combined talents of a single, highly experienced and well-respected team of professional specialists.

Hayes Martin Associates, Inc. offices are located at 1300 Dove Street, Suite 205, Newport Beach, CA 92660. Please contact by email at sandyk@hayesmartin.com or phone at 949-417-1799.

Founded in 1987, award-winning Hayes Martin Associates, Inc. represents a client roster of highly regarded homebuilders and developers. These include Standard Pacific Homes, William Lyon Homes, D.R. Horton, K. Hovnanian® Homes™ and California Pacific Homes.

The agency's illustrious client list is also comprised of California's most respected land developers, including Rancho Mission Viejo, Lewis Planned Communities, Castle & Cooke, and the residential marina master-planned community of Seabridge located in the Channel Islands Harbor.

In addition, the agency is actively involved in numerous philanthropic endeavors, including support of HomeAid Orange County, the charitable arm of the Building Industry Association of Southern California. Sandra Keedy currently serves on the board of directors for HomeAid.

Please feel free to visit www.HayesMartin.com for more information about the company.

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