



NAHB
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OF HOME BUILDERS

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ReNEWS

Remodelers™ Council News

REMODELERS
COUNCIL

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Don Novak CGR, CAPS, CKB, GMB
Remodelers™ Council Chair
Cedar Rapids, Iowa

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California Remodeler Named February Remodeler of the Month



Congratulations to Steve Lusk, CGR, of [Lusk Building & Remodeling Co., Inc.](#), in San Diego, CA, on being selected the 2005 February Remodeler of the Month. Lusk was selected from applications from the Remodelers Council at-large membership, which totals more than 200.

According to Sherman Harmer, Jr., president of the California Building Industry Association, "During my presidency of the California Builders Industry Association, I have had the opportunity to meet and interact with many of our 6,000 members and number of them stand out from the crowd. Steve is one of our members who exemplify extraordinary contributions and achievements."

Starting his career in real estate development before moving to remodeling, Lusk used creative marketing to manage this conversion of careers. He produced and hosted a live call-in talk radio remodeling program, wrote feature articles in the local Home & Garden magazine and advertised in local magazines. The plan worked, his business jump-started and the local media published interviews and project articles about Lusk and his projects.

Since joining the NAHB and Remodelers Council in 1992, Lusk has been an involved member sitting on the San Diego Building Industry Association Board of Directors and becoming the Remodelers Council president in 1995. He has instructed courses at industry shows such as the Pacific Coast Builders Conference, the Building Industry Show and the Remodelers Show and the National Kitchen & Bath National Convention.

During his remodeling career, Lusk has been named to *Remodeling* magazine's Big 50 in 1996 and was named the 1996 San Diego Remodeler of the Year, has won numerous quality awards including the California Building Industry Association's SAM award, Housing Zone Award, Chrysalis Awards and, for two years running, the *San Diego Home & Garden* magazine Remodel of the Year.

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