

December 16, 2011

**FOR IMMEDIATE RELEASE**

**Carolyn Rolfes Photo Included**



# **HOUSING NEWS**

**Contact: Dan Dressman, (513) 589-3206 [www.CincyBuilders.com](http://www.CincyBuilders.com)**

## **Carolyn Rolfes Elected President of Builders Association**

**CINCINNATI** – Carolyn Rolfes, president of Milford-based Potterhill Homes, has been elected president of the Home Builders Association of Greater Cincinnati (HBA). The Cincinnati resident is only the second female president in the history of the 77 year-old professional trade organization.

She has previously served the HBA as vice president/treasurer and secretary, as well as a member of the board of directors since 2007. Rolfes also serves as a director of both the Ohio and National Associations of Home Builders.

Prior to assuming the presidency of the family-owned company in 2002, she served as marketing director. Rolfes completed an MBA at Xavier University and holds a BSBA in marketing from the University of Phoenix. She also holds the national designation of Certified Green Professional from the National Association of Home Builders.

Her community involvement is extensive including current and former memberships on the boards of directors of the Clermont Co. Chamber of Commerce, Boys Hope/Girls Hope of Greater Cincinnati, Hamilton Co. Land Bank, Madisonville Community Urban Redevelopment Corp. and the Homeownership Center of Greater Cincinnati.

The HBA plans to host three major home shows during Rolfes' tenure---HOMEARAMA® #50 at Willow's Bend in Miami Township, June 9-24, and CiTiRAMA® #11 at Virginia Place in Northside, September 8-16. The region's first Home Energy Expo will be hosted by the HBA, November 17-18, at the Duke Energy Center.

"Next year will be as equally challenging as 2011 and the HBA will continue to provide opportunities for our members to be on the leading edge of the home building industry through education, networking and advocacy," said Rolfes.

Other officers elected for 2012 include John Ballantyne, The Leland Group, as Vice President/Treasurer and Dan May, Ireland-May Ltd., as Secretary. Rex Gordon, 2011 HBA President, will serve as Chairman of the Board. All terms begin on January 1. The HBA of Greater Cincinnati was founded in 1934.

###