

SEATTLE STREET of DREAMS®

NEWS ON THE STREET



Newsletter—April 2005

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The Countdown Has Begun!

With less than 120 days to the Opening Night Gala Celebration, the pace is picking up dramatically as each of the Street builders begin to strategize and implement the “cool new ideas” that will make their show homes so unique and special. With each home now listed (approx. \$2.25—\$2.9 M), potential buyer activity has picked up dramatically. Two homes are already pre-sold, plus designs have been finalized for the community’s private security gate, entry landscaping and neighborhood lighting.

In addition to our already long-term partnership with [Children’s Home Society of Washington](#), we are also proud to announce a new partnership with the [Make-A-Wish Foundation®](#) (see related article). The show attendees will surely appreciate the efforts each of the interior design teams are making for this most worthy organization.

Our website traffic is increasing dramatically, and should continue to do so as we approach Opening Day. I toured each of the show homes on Sunday, March 6th and was astounded at the workmanship, forethought, and organization it takes for each home to stay on track. Come “showtime”, I can promise you will be in for a very special treat. The combined talent infused into each Street of Dreams event is both mind boggling and humbling at the same time. These guys/gals are good! *Until next time* — John

2005 Seattle Street of Dreams at Nolan Woods in Woodinville—July 9 to August 14



“The Grand Hampton” by Parmenter Homes is taking shape.

Canyon Creek Cabinet Company Signs On!

Canyon Creek has been supplying cabinetry to homes in the Seattle Street of Dreams since 1987. **Doug Chadwick**, VP of Sales & Marketing says, “We’ve always supported the Street of Dreams through working with the Street builders in designing and providing cabinetry for elegant kitchens, baths, home offices and entertainment centers. This year, we decided to escalate that support by becoming a Title Sponsor”. We feel the Street of Dreams is an excellent venue to excite consumers about our products and the housing industry in general.” **Canyon Creek Cabinet Company**, located in Monroe, WA is a leading manufacturer of affordable custom frameless and framed style cabinetry and has created one of the most extensive lines of custom cabinetry available, offering more than 4,500 different combinations of door styles and finishes. **Canyon Creek** has been a recognized leader in the kitchen and bath industry since 1981 and has won many industry awards for its cabinetry and environmental practices. *All of us at the Street welcome Canyon Creek!*

www.canyoncreek.com



Let's Meet Roger MacPherson

With each "News on the Street" issue, we feature one or two of our Street builders. Please say hello to Roger MacPherson of MacPherson Construction & Design LLC. Roger is building Show House # 6 in our summer 2005 event.



Roger MacPherson
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What attracted you to the building business?

Originally, I just wanted a construction job to give me some hands on experience for my architectural background. Suddenly, I was leading a framing crew for a large Eastside Builder and eleven months later I opened my own design/build company.

Of all the homes you have built, tell us about your favorite. Tough question. I would have to say the 2003 Seattle Street of Dreams ("Stonecrest") was one I

truly enjoyed—not only the process but also the result. Not having a client when the design and selections were being made gave me creativity that I, as a custom builder, rarely experience. I worked with The Pratt Fine Art Institute in Seattle and designed classes for upcoming artists to produce one of a kind works of art for the home. The result was spectacular.

What is the most exciting thing you have planned for your 2005 Street of Dreams home? Not telling. It is a secret....

What are your hobbies? I still like to coach kids in baseball and basketball but the last few years I have invested a lot of time, energy and heart into learning to blow glass.

What was your favorite subject in school? Does P.E. count? If not that, then it would be the architectural design classes at WSU. The big, all-night projects bring back a log of memories of not only challenging yourself artistically and technically, but of the camaraderie and good times.

What would your ideal vacation be? A sandy beach, the warm sun and drinking a margarita with friends or family and no cell phones.

Who has been the most influential person of your career? There isn't just one person. My father for his financial advice, my mother for her generous spirit and my wife for holding everything together and supporting me.

What was your first job? When I was a kid I rode a bus to Tacoma by myself and painted old houses that were being put up for sale by my Grandpa. I think I was twelve years old. I don't know how many kids today who would want to or be allowed to do that.

What is the first thing you'd do if you won the lottery? I would love to build a baseball/soccer field for the people in the City of Sammamish. It would be a great way to give back to the community and selfishly, it would give my teams a place to practice.

What virtue do you most admire in people? Honesty, Integrity and Hard Work.

Where did you grow up? I lived on Mercer Island, but I grew up at WSU.

What do you do to relax? I rarely actually sit down until 10 PM at night but if and when I do I love to watch a few favorite TV shows or movies with my family.

How did you meet your wife? That's a long story. The short version is....I met her on Mt. Rainier when I was twelve....five years later I got brave enough to ask her out.

Tell us a little bit about your family. I've been married for 23 years and my wife (Nancy) and I have a 16-year old daughter who attends Skyline and a 13-year old son who goes to Pine Lake Middle School. We live on Pine Lake with our golden retriever Max and cat Rascal.

What three words would most describe who you are? I would describe myself as hard working and generous with a quirky sense of humor.

Let's Meet Rick Gregerson

Please say hello to Rick Gregerson of Gregerson Custom Homes, Inc. Rick is building Show House # 4 in our summer 2005 event.



Rick Gregerson
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Gregerson 2005 Show Home Under Construction

What attracted you to the building business? The individual challenges faced on each project along with the ability to visualize something, put it together, and see it as a finished working product.

Of all the homes you have built, tell us about your favorite. My favorite custom home is the one I currently live in because it is custom tailored for my large active family and friends.

What is the most exciting thing you have planned for your 2005 Street of Dreams home? The custom millwork package, doors, and windows that bring an elegant rustic feel to the home's interior.

What do you like best about the Nolan Woods development? Easy access to the freeway and downtown Woodinville, while being a part of a private gated community.

What are your hobbies? Sporting events, playing basketball, golf and traveling anywhere I can relax in the sun.

What was your favorite subject in school? History.

What would your ideal vacation be? Australia for its Great Barrier Reef and beautiful coastline.

Who has been the most influential person of your career? Bob Gregerson, my father, who was my Realtor when I was just starting my business.

What was your first job? Mowing lawns for my neighbors when I was 13.

What is the first thing you'd do if you won the lottery? Celebrate by taking an extended vacation with my family and friends.

What virtue do you most admire in people? Honesty.

Where did you grow up? Lake Hills area of Bellevue, WA.

What do you do to relax? Take my family up to our beach house on Whidbey Island.

How did you meet your wife? I met her at a pizzeria where she was working during high school.

Tell us a little bit about your family. My wife Lyn and I have had four great children together, Ryan (24), Christopher (22), Jason (18) and Michelle (16).

What is your favorite joke? Any joke that my Dad would tell me while growing up.

What three words would most describe who you are? Hardworking, Honest and Fun.

Make-A-Wish Foundation®



We are very excited to announce our new partnership with the **Make-A-Wish Foundation®**. Each Street home will feature one room that is designed and furnished around the theme of a wish that has been granted by the local **Make-A-Wish Foundation®**. Show attendees will have the opportunity to see the results of this incredible organization and the joy it brings to their recipients. In addition,

we have committed to fund a wish through proceeds generated through our Street of Dreams on-site bistro restaurant.

The **Make-A-Wish Foundation®** grants wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. If you are interested in learning more about this fantastic organization please visit their web site at www.northwestwishes.org or call **1-800-304-WISH**.

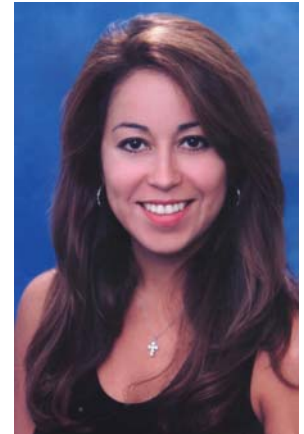


Twelve-year-old wish child Alex met Seattle Seahawks superstar Sean Alexander.

“i.....AM FIRST AMERICAN” - Amelia Berlanga

I am Amelia Berlanga, Limited Practice Officer, First American Title & Escrow. I have over 12 years of experience closing transactions on luxury homes and I pride myself on my intuitive nature of taking care of my customers. I tend to keep my customers for life, be it a builder, real estate professional and lenders alike. I really enjoy what I do and my hope is that this translates to all parties in every transaction I touch. Although technology has served me well; it's the one on one, face to face interaction in the real estate industry I love most, especially helping and seeing the joy on one's face as they achieve the American Dream... their new home.

On behalf of all of us at First American, we look forward to seeing you at the 2005 Seattle Street of Dreams!



“i.....AM FIRST AMERICAN”
Amelia Berlanga



**First American
Title Insurance Company**

Official Title Sponsor of the 2005 Seattle Street of Dreams

Our 2005 Sponsors

2 Sponsorships Still Available!



ON-LINE SUBCONTRACTOR REFERRALS

Thousands of show patrons contact us each year requesting referrals or leads for different subcontractors, suppliers or vendors. If you have participated in the Seattle Street of Dreams in the past (or current year) and would like to be added to this elite list, please contact us at:

info@seattlestreetofdreams.com

Let's Meet the 2005 Interior Designers

SHOW HOUSE # 1—KREISS COLLECTION—Pamela Nast

SHOW HOUSE # 2—JTW DESIGNS—Jill Turner-Wilcox

SHOW HOUSE # 3—BELLE GREY INTERIOR DESIGN—Michelle Dahl & Sandy Holstead

SHOW HOUSE # 4—HEARTLAND INTERIORS—Val Scalzo & Diane Wainhouse **& INVITING INTERIORS**—Lauren Bennett



SHOW HOUSE # 5—COSTCO HOME STORE—Adrienne Blomgren & Catherine Karwal

SHOW HOUSE # 6—DTF DESIGN INC—Dana Foster

SHOW HOUSE # 7—ETHAN ALLEN HOME INTERIORS—Sue Tuttle

FOR COMPLETE CONTACT INFORMATION VISIT THE SHOW PARTICIPANTS PAGE ON OUR WEB SITE AT WWW.SEATTLESTREETOFDREAMS.COM

(Not Pictured Dana Foster & Jennifer Creson of DTF Design, Inc.)

2006 Show Update—Dodd's Ranch at Allen Lake



We are very excited to announce four of the six lots in Dodd's Ranch at Allen Lake have already been sold! One home is already pre-sold. To date, **Regency West Development Group, LLC** (www.regencywest.net), **Insite Homes LLC** (www.insitegrp.com) and **Heller Luxury Homes/Robert Casey Construction** (www.hellerluxuryhomes.com) have committed to build show homes for the 2006 show in this stunning private community of the Sammamish Plateau.

For further information, please call John Heller at (425) 985-2405.

Exciting New Ideas

NEW IDEAS WE ARE FINALIZING ON FOR THE 2005 EVENT

Celebrity Chef Demonstrations

Seminar Series

Classic Car Show

Washington Wine Tasting

Infiniti of Kirkland Automobile Promotion

Evening Jazz Concerts

New Show Award Categories



MARK YOUR CALENDARS

2005 Show Dates
July 9 to August 14, 2005

2006 Show Dates
July 15 to August 20, 2006