

CHARLES G. GRAHAM, AIA, LEED AP GB+C, Fellow MIRM

As the principal of Newton Graham Consultants since its founding in 1987, Chuck directs all integrated marketing communication, feasibility and marketing assignments, as well as general management consulting in the areas of strategy development, organizational structuring, control systems and financial management.

As the former chief marketing officer of the John Crosland Company between 1981 and 1987, Chuck's leadership of strategy development, marketing and organizational planning contributed to the naming of John Crosland, Jr. as Builder of the Year by Professional Builder Magazine in 1985 and to the successful sale of the company to Centex in 1987.

As past chairman and trustee of the National Association of Home Builders Sales and Marketing Council and fellow, past president and trustee of its Institute of Residential Marketing, he continues to address the industry's key marketing issues. He is the principal author and a national instructor for the Institute's required course Marketing Strategies Plans and Budgets. Chuck is the recipient of the National Association of Home Builders "Excellence in Education Award" "for his outstanding lifetime achievement in educating new home sales and marketing professionals and helping achieve the goals of the Institute of Residential Marketing" as well as its William Molester Award "to recognize and express appreciation to the person who has done the most to advance the goals of the National Sales Marketing Council." In 2007 he was elected to the College of Fellows of the Institute of Residential Marketing as a member of its initiating class.

He is a charter member of the Carolina's Chapter of Lambda Alpha International; the honorary land economics society as well as a full corporate member of the Urban Land Institute and a LEED AP GB+C.

During 1993 he was a member of Professional Builder Magazine's "National Housing Quality" faculty, which administered the first annual "Malcolm Baldrige" national housing quality awards in conjunction with the Department of Commerce and the National Association of Home Builders Research center.

Chuck received his Bachelor of Architecture magna cum laude from the University of Notre Dame and a Master of Business Administration from the Harvard Business School as a fellow of the Chicago Harvard Business School Club. He is the co-author with his now deceased partner, J. Frank Newton, of the book, From Plan to Profit, which was published by the Home Builder Press of the National Association of Home Builders. His new book Escaping the Competitive Herd is now available.

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