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Company joins Remodeling's 'Big 50'

Exovations of Cumming was selected by Remodeling magazine to join the Remodeling "Big50." Bitsy Harrison Lee, one of the owners and a former Dalton resident, received the award at a gala dinner at the Remodeling Leadership Conference in Alexandria, Va., on May 14. The 2010 Big50 winners are featured in the May issue of Remodeling, a national trade publication read by more than 80,000 professional remodeling contractors. Each year since 1986, the Remodeling Big50 has recognized the owners of 50 remodeling companies that have "set exceptionally high standards for professionalism and integrity through exemplary business practices, craftsmanship and impact in their community or the industry at large. "The selection process has become increasingly rigorous in recent years, and the result is one of the strongest classes to date, according to the magazine. All 2010 inductees stood up to detailed examinations of their businesses and their books, and they all "demonstrated an admirably deft ability to restructure, retrench and hustle to remain viable in a challenging economic climate." "We are very honored to receive this distinction," said Lee, the chief financial officer of Exovations. "The award recognizes excellence and leadership, and we are privileged to be named to this select group of remodelers." Lee and her husband, Steve, live in Suwanee with their children, Harrison, 14, and Meredith, 6. She is a graduate of Dalton High School and Auburn University. Her parents are Larry and Sarah Harrison and her brother is Lawrence Harrison. Remodeling editors, columnists, industry leaders and the companies make the nominations each year. Following a lengthy evaluation and interview process, the editors select the owners of 50 companies that exemplify the best of the industry that year. Winners are selected in these categories: business savvy, fine design, industry impact, market wise, movers and shakers, niches, sales and marketing, and teamwork. Exovations was recognized for sales and marketing. An article about the company can be viewed at www.remodeling.hw.net/big50/2010/exovations.aspx.