

From the President



Diane Ausavich, CR

I'm pleased to be writing to you as Milwaukee/NARI's new president. I wish you all a healthy and prosperous New Year.

Milwaukee/NARI members and staff have hit the ground running in 2010, as we have quite a bit going on within the association that will help you in making sure your home is operating efficiently, while having it look and feel the way you want.

We invite you to the 48th Annual Milwaukee/NARI Home Improvement Show, Wisconsin's largest and most comprehensive home improvement and remodeling event, where you will be able to meet with contractors that specialize in all forms of remodeling throughout southeastern Wisconsin. They'll provide you with the

ideas and experience to help you "Put A Little Love In Your Home," this year's Show theme.

Use the \$2 Off coupon in this issue and plan to spend the day getting ideas on what you can do in your own home. We have a series of FREE consumer seminars over the next few months, plus we will celebrate National Home Improvement Month in May with the 11th Annual Spring Home Improvement Showcase – A Tour of Remodeled Homes.

If you have questions that you'd like answered relating to your home or ideas to include in NARI News, please e-mail info@milwaukeeenari.org.

"Put A Little Love In Your Home" at 48th Annual Home Improvement Show

The 48th annual Milwaukee/NARI Home Improvement Show, Wisconsin's largest home improvement and remodeling show, will be held Thursday, February 11 – Sunday, February 14, 2010 at the Wisconsin Exposition Center at State Fair Park in West Allis, Wis.

Cosponsored by the Milwaukee/NARI Home Improvement Council, Inc., and the Milwaukee Journal Sentinel, the 2010 Show will provide Milwaukee/NARI, the area's leading home improvement and remodeling industry resource for more than 48 years, with the opportunity to have its members provide consumers with ideas on how to "Put a Little Love in Your Home," the theme for the Show.

More than 300 exhibitors will fill over 700 booth spaces covering the entire exposition center and feature providers of thousands of home improvement products and services, including kitchens, decks, cabinets, windows, bathrooms, siding, lighting, landscaping, media rooms, wall covering, rec rooms, roofing, fireplaces, and more.

During the Show, educational demonstrations and seminars by home improvement experts and media celebrities will be held, including presentations by Paul James of "Gardening by the Yard" and Steve Whittle, presented by Bliffert Lumber and Hardware, of "Save My Bath," both on HGTV and Sue Whitney, "The Junkmaster." The American TV Kennedy Hahn Appliance Cooking Demonstration Stage will feature area chefs and national cooking celebrities, including Colleen Cleek, The Classy Gourmet and



Season 5 "Hell's Kitchen" contestant on FOX and Tre Wilcox, Season 3 "Top Chef" contestant on Bravo.

In addition, the Show's Outdoor Living Area will feature a "neighborhood" comprised of a variety of landscaping and hardscaping, plus playhouses built by area technical school students that will be raffled off at the conclusion of the Show. There will also be special attractions, including an Interior Design Room Display contest between area college students, the Solar Decathlon Meltwater Project house built by the University of Wisconsin – Milwaukee School of Architecture, manufacturer displays, the Time Warner Cable "Relaxation Station," and an automotive display by Uptown Ford Lincoln Mercury.

Hours on Thursday, February 11, and Friday, February 12, are 11 a.m. – 9 p.m.; Saturday, February 13, 10 a.m. – 9 p.m.; and Sunday, February 14, 10 a.m. – 5 p.m. Admission is \$6 in advance, \$8 at the door on Thursday and Friday, and \$10 Saturday and Sunday.

Tickets for seniors 60 and older are \$5.00, with a special price of \$4.00 at the door on Thursday, February 11, for Senior Day sponsored by Callen Construction, Inc. Children 12 and younger are free and there is free childcare for ages 3 – 12 presented by Pekel Construction & Remodeling, Inc.

For more information, visit www.milwaukeeenari.org or call 414-771-4071.



Paul James

Steve Whittle

Colleen Cleek

Tre Wilcox



Toys for Tots Collection Big Success

Thanks to all of the friends of Milwaukee/NARI who generously donated to Toys for Tots. Marine Reserves picked up four overflowing boxes on December 17, for distribution to needy children in southeastern Wisconsin.



\$2.00 Off

Present this coupon at the Wisconsin Exposition Center at State Fair Park ticket office and get \$2 Off a regular adult admission for up to four people. Not good with other offers.

Milwaukee/NARI Members Put Interior Design Focus Squarely on Tile

The newest local trend in floor tile doesn't look like floor tile, which might floor some traditionalists. Members of the Milwaukee/NARI Home Improvement Council, Inc. offer advice on tile for homeowners considering remodeling their homes.

The Milwaukee trend that stands out is porcelain "planking," which mimics hardwood and can be installed like a parquet floor. The random plank lengths make it look like a real hardwood floor. It comes in elongated lengths, and can be three to four inches wide by 12 to 24 inches long. Customers are putting it in their three-season rooms."

The Milwaukee trend reflects evolution within the tile industry, with manufacturers trying to make people see tile in a new way, as planking offers a linear look.

Choice of Materials

While "ceramic tile" is a catch-all term for shoppers, many tile products are made of porcelain, glass, stone, and other materials. Various materials accomplish different goals. For example, workhorse tiles such as porcelain hold up in wet or high-traffic areas, including commercial buildings, laundry rooms, mudrooms, and kitchens.

Other tile use is famously ornamental rather than functional; glass can add sparkle anywhere. Stone could be featured on tabletops or as an inlay in a hardwood floor. Association members suggest using one material – porcelain tile that looks like stone, for instance – but combining it in varying sizes and shapes to create interest.

Porcelain also has the advantage of hiding chips in the color, as the color goes all the way through the tile. If it chips, you still see the color throughout, like you would in a carrot. With ceramic tiles, a chip shows the white color inside under the peel, like you would see in a radish.

Practical Points

More tile is being used in houses overall because of its durability, and more porcelain used, for the same reason.

For example, homeowners who have experienced water in their basements have turned from carpeting to porcelain tile. An area rug can be placed over the tile for everyday use. If water comes into the basement again, toss out the rug if needed, and the tile is fine.

Budget Control

Milwaukee/NARI members believe you can get a lot of design bang for your buck with tile, even with just a few accent tiles.

Homeowners should consider where tile will be placed and assess the logistics. Some tiles are tricky to install, and therefore might have more labor cost. Conversely, mosaic tiles on a mesh mounting are installed more rapidly. Stone tile made of marble, travertine (unfinished marble), or limestone needs to be sealed, so that adds cost.

It is recommended to pick something you like in the colors and find it in a material you can afford. If you can't afford it in a stone, you can find it in a porcelain or a ceramic that fits your budget.

Local Trends

Association members have noticed Milwaukee homeowners are choosing patterns that are circular and repeat from tile to tile. Also, tile is being used for accent walls that extend upward from a backsplash, while bar areas are gaining tile accents, while larger tiles are being used, such as a large floor space covered by 16- or 18-inch-square tiles.

The Milwaukee area, as a market, is still a bit more conservative, but glass is being used on backsplashes, walls, shower walls, and borders for mirrors. It's a recycled, green material. In addition, there are look-alike animal textures, including crocodile and ostrich; textile effects, such as a damask pattern on porcelain; and porcelain tiles that look like bronze, copper, and steel.

Since choices in tile have multiplied, where should homeowners start? Magazines are a great resource. Bring them along to a showroom, and also bring other furnishing materials that will relate to the tile. You can then take samples of the tile home to view in that lighting.



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Milwaukee/NARI Offers "Cost Vs. Value" Seminar

Milwaukee/NARI will sponsor a free "Cost vs. Value: WRA Entrants Explain the Different Options Based on Budget" panel discussion on Wednesday, January 27, in the Ron Ziglinski, CR Education Center in the Milwaukee/NARI office, 11815 W. Dearborn Ave., Wauwatosa, from 6:30 p.m. – 8:00 p.m. It will include a question and answer session.

Representatives of the following Milwaukee/NARI member companies who submitted entries in the 2009 Wisconsin Remodeler of the Year Awards (WRA) competition will participate:

- Ron Klassen, owner of Wallner Builders
- David Pekel, CR, CAPS, owner of Pekel Construction & Remodeling, Inc.
- Tony Rink, CR, Milwaukee/NARI Vice President and co-owner of Renovators Ltd.
- Tom Weiher, CR, CKBR, Milwaukee/NARI President and owner of Carmel Builders, Inc.

The seminar will address various remodeling projects and how costs affect the project scope and how it is completed. The presentation will feature project photos that were submitted by the companies in the 2009 WRAs. Participants will explain what went into determining the products that were used, including the different features and benefits of the materials and the costs associated with each. There will also be discussion on the process of establishing the budget, making the selections, and the overall remodeling process.

In addition to a variety of Milwaukee/NARI resource materials, including the association's annual Membership Directory, Resource Guide, and Remodeling Guide, all attendees will receive a pair of tickets for the 48th annual Milwaukee/NARI Home Improvement Show, to be held Thurs., Feb. 11 – Sun., Feb. 14, at the Wisconsin Exposition Center at State Fair Park. Light refreshments will be served.

Space is limited, and reservations are required. Call the Milwaukee/NARI Home Improvement Council office at 414-771-4071 to reserve your space or send an e-mail to info@milwaukeeenari.org.

New Membership Directory Available

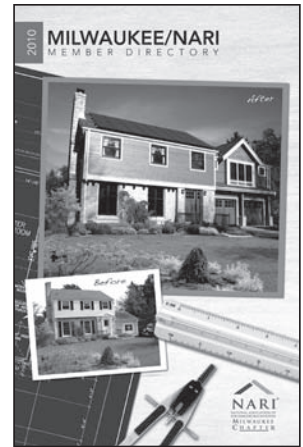
Milwaukee/NARI's free 2010 Membership Directory is now available by contacting the association office.

The free, 88-page directory provides a listing of Milwaukee/NARI Home Improvement Council, Inc. members alphabetically and by product/service category. In addition, the directory provides a history on the association, the Milwaukee/NARI Code of Ethics, tips for consumers planning a remodeling project, information on NARI's certification programs and list of Certified Professionals, and information on its annual shows.

In addition to the Membership Directory, consumers will receive the association's Remodeling Guide, a 20-page booklet that provides an overview of the remodeling process, information on popular remodeling projects and trends, and photos of award winning projects.

For a free Membership Directory and Remodeling Guide, call the Milwaukee/NARI office at 414-771-4071 or make a request via e-mail at info@milwaukeeenari.org.

The association's membership listing is also available at www.milwaukeeenari.org, where you can search members alphabetically and by product/service category.



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Why Hire a NARI Certified Professional?

NARI Certified Professionals are the best of the best, having met specific criteria for industry experience, commitment to ethical conduct and professionalism, and completion of an intensive national certification program.



Milwaukee/NARI members are able to achieve national certification under six designations:

- CR – Certified Remodeler**
- CRS – Certified Remodeler Specialist**
- CKBR – Certified Kitchen and Bath Remodeler**
- CLC – Certified Lead Carpenter**
- CRA – Certified Remodeler Associate**
- GCP – Green Certified Professional**

Trust your next home improvement or remodeling project to a NARI Certified Professional.

Call (414) 771-4071 or visit www.milwaukeeenari.org to find out if the contractor you're considering has a NARI Certified Professional on staff.





MILWAUKEE/NARI UPCOMING EVENTS CALENDAR

Please mark the following events on your calendar:

Wednesday, January 27*: Cost vs. Value: WRA Entrants Explain the Different Options Based on Budget

Thursday, February 11 - Sunday, February 14: 48th Annual Milwaukee/NARI Home Improvement Show: Wisconsin Exposition Center at State Fair Park

Wednesday, February 24*: Organize/Maximize Storage

Wednesday, March 24*: Basement water prevention and what to do when water gets in the basement

Wednesday, April 21*: Lawn & Garden

Friday, April 23: 5th Annual Milwaukee/NARI Foundation Rummage Sale

Saturday, May 1 - Sunday, May 2: 11th Annual Spring Home Improvement Showcase – A Tour of Remodeled Homes

Wednesday, May 12*: How to select a contractor based on project type

Wednesday, May 19*: Emergency Preparedness

**All consumer seminars/panel discussions will be held in the Ron Ziglinski, CR Education Center at the Milwaukee/NARI office in Wauwatosa from 6:30 p.m. – 8:00 p.m. Attendees will receive free tickets for upcoming Milwaukee/NARI consumer shows, plus light refreshments will be served.*

Foundation Raffle Supports Scholarship Programs

For the 12th consecutive year, the Milwaukee/NARI Foundation, Inc. will sponsor a raffle in conjunction with the Milwaukee/NARI Home Improvement Show. Raffle proceeds are used to fund scholarships, purchase tools and equipment, and support educational programs to help encourage and train young people and displaced workers interested in the professional remodeling industry.



Through the generosity of Milwaukee/NARI members and the public during the last several years, more than \$70,000 in scholarships and equipment has been presented to students attending trade and technical schools, plus endowments have been established at Milwaukee Area Technical College and Waukesha County Technical College.

The 2010 Raffle features the following prizes...

- Playhouse constructed by Bradley Tech High School
- Playhouse constructed by Franklin High School

- Playhouse constructed by WCTC
- Playhouse constructed by MATC – Downtown Campus
- \$1,000.00 gift certificate for a Carrier product and installation by 1st Choice Heating & Cooling
- Midwest Airlines Ticket Voucher for two round-trip tickets
- \$500 Bliffert Lumber and Hardware gift certificate
- Wood Entry Door and installation from Milwaukee Millwork and KS Remodelers
- Six Months of “All The Best” package (cable TV, phone, and Internet) from Time Warner Cable
- Two Cimmaron Class Six Toilets and Seats from Kohler Co.
- \$500 Closet gift certificate from America In-Home Closets

Tickets will be sold at the Show for \$5 each; three tickets for \$10; or eight tickets for \$20. The winning tickets will be drawn at the Home Improvement Show at 4:30 p.m. on the American TV Kennedy Hahn Appliance Cooking Demonstration Stage.

We thank you in advance for your support and wish you luck on being one of the winners.

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