

# MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

## EDUCATIONAL SEMINAR SERIES AT MILWAUKEE/NARI

**Legal Seminar: DATCP 110 Compliance • Thursday, August 14, 2008**  
**WRA Submission Guidelines Seminar • Tuesday, August 19, 2008**  
**Lead Paint - The New EPA Rule • Thursday, September 18, 2008**

**Ron Ziglinski, CR Education Center**

### **Legal Seminar: DATCP 110 Compliance**

**Thursday, August 14, 2008**  
**8:30 a.m. – 10:30 a.m.**

C. Paul Snyder, Associate – Whyte Hirschboeck Dudek S.C.  
 Linda De Pons, Consumer Specialist  
 – Bureau of Consumer Protection  
*Certified Professionals can earn .2 CEUs for attending this seminar.*

#### **You'll hear...**

- Summary of the State Supreme Court ruling on the Weisflog/Stuart case
- Legal insights on state laws, including ATCP 110, HIPA, etc.
- Important information to ensure your company is not violating state law
- Why an inspector from Consumer Protection would be contacting you

#### **About the Presenters:**

C. Paul Snyder is an associate in the Milwaukee office of Whyte Hirschboeck Dudek S.C., where he focuses his practice in business and commercial litigation. Mr. Snyder has:

- Experience in both state and federal trials.

- Led, managed and participated in diverse aspects of civil lawsuits, including construction, personal injury, product liability, professional negligence, attorney discipline, trucking, insurance coverage, consumer claims and pharmaceutical drug cases.
- Handled mediations and taken or defended expert and lay witness depositions.

Ms. De Pons is an investigator in the Milwaukee Regional Consumer Protection Office. Her duties include investigating companies with alleged violations of the unfair trade practices statutes and administrative rules and making prosecution referrals. Ms. De Pons also does community outreach, including presentations to the public to help educate them about consumer laws and how to protect themselves from becoming victims of fraud, and presentations to businesses to help them understand and comply with the consumer

laws that apply to them.

Ms. De Pons is a graduate of the University of Wisconsin – Stevens Point and has worked for the State of Wisconsin for 18 years. In 1997 Ms. De Pons joined the Department of Agriculture, Trade and Consumer Protection as a consumer specialist and has been an Investigator with the Department since 2005.

**Registration Deadline:  
Monday, August 11**

**WRA Submission  
Guidelines Seminar  
Tuesday, August 19, 2008**  
**8:30 a.m. – 10:00 a.m.**

*Certified Professionals can earn .1 CEUs for attending this seminar.*

Members of the Wisconsin Remodeler of the Year Award (WRA) committee will present information to Milwaukee/NARI members to assist them as they prepare submissions for the 2008 awards program.

#### **You'll hear...**

- About Milwaukee/NARI award categories
- From experienced

# presidents LETTER

Over the past several weeks, Packer fans have been hit over the head with the Brett Favre saga. Will he remain retired? Will he come back and take the Packers to the playoffs? Will he show up at Lambeau Field on opening day as a Viking? Whatever you think or hope will eventually happen with #4, you can certainly relate his indecisiveness to the approach consumers are taking to their home remodeling projects.

Brett says his decision to come back is not about the money, but area homeowners are getting very concerned about how they spend their money on remodeling projects. Some are even going as far as to request four, five or more quotations before making a decision. Others are trying to do the home remodeling themselves or contract with a non-NARI member to save a few bucks. These are the folks who end-up calling the Milwaukee/NARI office requesting a membership directory to get someone to do the job right or correct what they did wrong.

Brett says something that Packers General Manager Ted Thompson disagrees with and Ted Thompson says something Brett disagrees with... Sound familiar? If your salespeople are talking to customers, are they documenting everything in the contract (and change orders) in order to alleviate any discrepancies in the event the consumer has a dispute? Long gone are the days of a verbal agreement, as now is the time to get your ship in order and document everything.

Brett says he earned the opportunity to change his mind after he made a decision to retire. So too, area consumers have a legal right to rescind a contract in three days from signing a remodeling contract. Make sure you are providing the necessary materials (i.e. change orders, U.S. EPA lead paint brochure, right to cure brochure, etc.) to the consumer and that you and your staff are knowledgeable and in compliance with state laws governing remodeling contractors.

Brett can talk all he wants, but his high level of performance on the gridiron is why we are interested in the outcome of his decision to unretire. As remodeling contractors, we can talk all we want to consumers about what we could do, but it's how our crews perform in their homes that separate us from non-NARI members. Like several NFL teams that are eager to have Brett play on their team, so too are area consumers interested in signing a contract with a Milwaukee/NARI member.

Best regards,

**Scott Cline**  
*President*

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#### **Milwaukee/NARI Home Improvement Council, Inc.**

11815 W. Dearbourn Avenue, P.O. Box 26788

Wauwatosa, WI 53226

Office Phone: (414) 771-4071

Web Site: [www.milwaukeevari.org](http://www.milwaukeevari.org)

E-Mail: [info@milwaukeevari.com](mailto:info@milwaukeevari.com)

President: Scott Cline –  
J & B Construction Inc., Milwaukee

First Vice President: Thomas Weiher, CR, CKBR –  
Carmel Builders, Inc., Menomonee Falls

Second Vice President: Diane Ausavich, CR –  
Carl Krueger Construction, Inc., Milwaukee

Third Vice President: Kevin Anundson, CR, CKBR –  
The OAR Group, Elm Grove

Secretary: Dave Amoroso –  
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Treasurer: Tony Rink, CR –  
Renovators Ltd., Brookfield

Executive Director: David Feldner, CAE

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continued from page 1

- participants who have developed award-winning submissions
- From first-time entrants who created award-winning entries
  - How Milwaukee/NARI will promote the winners of 2008 awards
  - How members give themselves the best opportunity to win an award.

Don't miss this opportunity to get a head start on this year's award entry!

**Registration Deadline:**  
**Friday, August 15**

## **Lead Paint - The New EPA Rule**

**Thursday, September 18, 2008**  
**8:30 a.m. – 9:30 a.m.**

Ada Duffey, CR, CLC, President – Milwaukee Lead & Asbestos Information Center, Inc.

Bill Doyle, Founder – Milwaukee Lead & Asbestos Information Center, Inc.

*Certified Professionals can earn .1 CEUs for attending this seminar.*

*Earn 1 credit hour towards the Dwelling Contractor Qualifier CEU requirement.*

- Learn how the new EPA lead paint rule will affect all your pre-1978 renovations beginning in April 2010 (hint: at least one person per crew will need to complete a one day Lead Safe Work class and Lead Safe Work practices will need to get implemented).
- Overview of existing rules and how to comply with OSHA when protecting workers from the effects of lead.
- Why contractors need to be safe when working in pre-1978 properties – lead abatement and lead safe work.
- Solve the mystery of “lead abatement” and lead safe work practices
- Learn how windows are the biggest problem area for lead and how to use lead as a sales tool.

### **About the Presenters:**

Ada Duffey has been the president of Milwaukee Lead & Asbestos Information Center, Inc. for the past 12 years. She has been involved in the lead paint and

asbestos industries since 1990. Milwaukee Lead & Asbestos Information Center, Inc. was first in the nation to receive EPA approval of their lead paint courses in 1997. Ada has conducted over 1,200 pre-demolition asbestos inspections. She has helped to gut and rehab over 50 homes and she is a rental property owner. She is a Certified Lead Carpenter (CLC) and Certified Remodeler (CR) through NARI.

Bill Doyle was the original founder of Milwaukee Lead & Asbestos Information Center, Inc. He owns numerous residential rental properties in Bay View. He has rehabbed over 300 residential units.

**Registration Deadline:**  
**Monday, September 15**

All seminars will be held in the Ron Ziglinski, CR Education Center inside the Milwaukee/NARI office at 11815 W. Dearbourn Avenue in Wauwatosa. Light refreshments will be served at all seminars.

While there is no cost for Milwaukee/NARI members to attend, pre-registration is required due to limited seating. Please call the Milwaukee/NARI office at 414-771-4071 to register.

## **Call For Nominations!**

The Milwaukee/NARI Nominating Committee wants to hear from those in the chapter who are interested in being nominated to the Board of Directors. The Nominating Committee is looking for member representatives who are committed to not only home remodeling, but also in helping the association grow.

More information will be sent to the membership later this month, along with a nomination form and information on the responsibilities and qualifications to become a Milwaukee/NARI director.



## **Fall Show Advance Ticket Outlets Sought**

Members still have time to sign up to be an Advance Ticket Outlet for the 18th Annual Milwaukee/NARI Fall Home & Remodeling Show.

By serving as an Advance Ticket Outlet, member companies will have the...

- Company name listed in a Milwaukee/NARI press release
- Company name listed in a minimum of two (2) Fall Show ads in the Sunday Milwaukee Journal Sentinel
- Company name listed on the Milwaukee/NARI Web site

There is no cost to be an Advance Ticket Outlet – all you have to do is complete the Advance Ticket form included in the Fall Show packet or available on [www.milwaukeevari.com](http://www.milwaukeevari.com), post the Advance Ticket sale display in your showroom/office, and return the money from sold tickets and the unsold tickets back to the Milwaukee/NARI office after the Show.

Contact the Milwaukee/NARI office at (414) 771-4071 for more information or for a copy of the Advance Ticket form.

# membership COMMITTEE

How about joining us for a couple of hours of cruising around Pewaukee Lake on a beautiful double deck yacht? The yacht is decorated to create an island atmosphere, with the island music of Jimmy Buffet and other favorites. While you are relaxing, quench your thirst with a variety of refreshments and then join us for a dinner of stuffed chicken breasts, shredded pork, deviled eggs, cheese and sausage tray, fresh veggie platter, garden salad, and fruit salad.

Sound like a good time? This is your chance to relax and get away from the daily routine. How do you get on Board? It's Milwaukee/NARI's way of saying thank you for recruiting new members to help our chapter grow. Anyone that recruited one or more new members from January 1, 2008 is eligible.

You will be receiving an invite soon to join us on Thursday, August 14th for a relaxing evening of fun – your reward for getting involved. Our records show that we will be sending invites to these members:

Diane Ausavich	Carl Krueger Construction, Inc.
Kevin Anundson	The OAR Group
Mark Brick	B & E General Contractors, Inc.
Milt Charno	Milt Charno & Associates, Inc.
Scott Cline	J & B Construction Co., Inc.
Ken Connor	K. Steven Remodeling, Inc.
Eric Erickson	FloorCo
David Feldner	Milwaukee/NARI
Scott Golembiewski	Raysons, Inc.
Dean Herriges	Urban Herriges & Sons, Inc.
Keith Johnson	Solatube-Brighter Concepts, Ltd.
Bill Knoernschild	OrionWeb, LLC
Paul Kraemer	The Starr Group
James Loucaskis	J.L. Drywall Specialist
Susan Montie	Advanced Communication Specialists
Ronna Bromberg Pachefsky	Plaster Gallery, LLC
Jim Pitzen	Pitzen Design, Ltd.
Dan Riedel	Woller-Anger & Company LLC
Tony Rink	Renovators, Ltd.
Gary Sannes	S.J. Janis Company, Inc.
Ken Scherger	AKM Construction, Inc.
May Kay Siemann	Rundle Spence Mfg. Co.
Kevin Voight	Quickflash Heating & Cooling Services
Masha Wagner	iPaint
Louis Weiher	Carmel Builders, Inc.
Tom Weiher	Carmel Builders, Inc.
Jerry Wycklendt	J & B Roofing & Sheet Metal, LLC
Bob Zidar	CRC Concrete Raising Corp.

If I've missed your name and you helped recruit a new member during this period, please call the office and we will get you aboard for the cruise. Anyone else interested in joining us for this fun-filled dinner cruise can call the office to make the necessary arrangements. I am sure you will have a most enjoyable

evening. Casual attire – island shirt and dress – are suggested. See you on board.

The Board of Directors met July 8, 2008 and reviewed and voted to approve the following membership applications. They are as follows:

Aaron's Building Services – Design/Build  
4555 S. Sommerset Drive – New Berlin, WI 53151  
Aaron Ciesielczyk, 414-425-3748

Bresser's Information Service – Marketing  
17125C W. Bluemound, #149 – Brookfield, WI 53005  
Paula Smith, 414-771-0824

First Choice Mortgage – Financial Services  
W229 N14343 Westwood Drive, #105 – Waukesha, WI 53186  
Jim Kantz, 262-513-9853

Lead Gen, Inc. – Referral Services  
N56 W13365 Silver Spring Drive – Menomonee Falls, WI 53051  
Kathy Scherger, 800-544-5549

Paychex, Inc. – Financial Services  
375 Bishops Way, Ste. 190 – Brookfield, WI 53005  
David Rees, 262-782-8123

Pure Mechanical, LLC – Heating, Ventilation & Air Conditioning (HVAC)  
1319 Poplar Drive, Suite F – Waukesha, WI 53188  
Jason Hull, 262-524-7873

Unfortunately, there are a few companies that have decided to discontinue their membership. They are as follows:

Becker Heating & A/C Specialist  
Budget Blinds of Waukesha  
Durham Hill Nursery  
Exquisite Images Div of RCB Awards, Inc.  
Gresl's Creative Landscaping  
The Home Depot-Good Hope Road  
The Home Depot-Menomonee Falls  
Homestead Homes of America, Inc.  
L.C.S. Lawn Service, Inc.

Respectfully submitted,

Bill Bobrowitz  
Membership Chairman

## Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

### Thursday, August 14

Legal Seminar: DATCP 110  
Compliance: The Milwaukee/  
NARI Ron Ziglinski, CR  
Education Center – 8:30 a.m. –  
10:30 a.m.

### Tuesday, August 19

WRA Submission Guidelines  
Seminar: The Milwaukee/NARI  
Ron Ziglinski, CR Education  
Center – 8:30 a.m. – 10:00 a.m.

### Tuesday, September 16

Milwaukee/NARI Monthly  
Membership Meeting – 7:30  
a.m.; Sheraton Milwaukee  
Brookfield

### Thursday, September 18

Lead Paint – The New EPA Rule:  
The Milwaukee/NARI Ron  
Ziglinski, CR Education Center  
– 8:30 am – 9:30 am

### Friday, September 26 -

**Sunday, September 28:**  
18th Annual Fall Home &  
Remodeling Show at the  
Wisconsin Exposition Center at  
State Fair Park

### Friday, October 17

Wisconsin Remodeler of the Year  
Award entry deadline

### Tuesday, October 21

Milwaukee/NARI Monthly  
Membership Meeting – 11:30  
a.m.; Crowne Plaza Milwaukee-  
Wauwatosa

### Tuesday, November 18

Milwaukee/NARI Monthly  
Membership Meeting and  
Election Night – 6:00 p.m.; The  
Wisconsin Club

### Monday, December 1

National Contractor of the Year  
(CotY) Award entry deadline

### Friday, December 12

Milwaukee/NARI Holiday  
Party – 6:00 p.m.; Davians in  
Menomonee Falls

### Tuesday, January 20

Milwaukee/NARI Monthly  
Membership Meeting: 11:30 a.m.  
Lunch; Location TBA

### Friday, January 23

Milwaukee/NARI WRA  
Presentation Dinner: 6:00 p.m.;  
The Wisconsin Club

### Thursday, February 5 -

**Sunday, February 8** – 47th  
Annual Milwaukee/NARI Home  
Improvement Show: Wisconsin  
Exposition Center at State Fair  
Park

### Tuesday, February 17

Milwaukee/NARI Monthly  
Membership Meeting: 6:00 p.m.  
Dinner; Location TBA

### Tuesday, March 17 Milwaukee/

NARI Monthly Membership  
Meeting: 11:30 a.m. Lunch;  
Location TBA

### Tuesday, April 21 Milwaukee/

NARI Monthly Membership  
Meeting: 7:45 a.m. Breakfast;  
Location TBA

### Friday, April 23

4th Annual Milwaukee/NARI  
Foundation Rummage Sale:  
Milwaukee/NARI Office

### Saturday, May 2 – Sunday, May 3

10th Annual Spring Home  
Improvement Showcase – A Tour  
of Remodeled Homes

### Tuesday, May 19

Milwaukee/NARI Monthly  
Membership Meeting: 11:30 a.m.  
Lunch; Location TBA

For a complete list of activities and committee meetings, go to [www.milwaukeevari.org/calendar-events.php](http://www.milwaukeevari.org/calendar-events.php).

plaster	drywall mud	ceiling tile	asphalt roofing	transite siding
window glazing	window caulk	sheet goods/linoleum	vermiculite	pipe insulation

What do all these materials have in common?

### They can be asbestos containing!

The only way to know if a material contains asbestos is to have it analyzed at a laboratory  
Even new building products today can contain asbestos.

Wondering what to do about asbestos?

1. Have building materials sampled and analyzed before beginning your projects – no matter what age building
2. Train your workers to have newly uncovered suspect materials sampled for asbestos
3. Train your workers how to remove asbestos safely. Certification courses are only 4-5 days – And it opens you to a whole new revenue generating market!! (if you are not sampling for asbestos already – you are probably already disturbing asbestos And not appropriately protected – so might as well do the work safely And generate revenue!!)

Looking to expand your business? Why subcontract out work you can do – after 4-5 days worth of training!

Contact Milwaukee Lead/Asbestos Information Center, Inc. to sign up for asbestos classes now!

Visit our website [www.mlaic.com](http://www.mlaic.com) to view upcoming classes and to see a list of certified contractors and consultants.

Learn about Department of Natural Resources asbestos disposal requirements – even from residential homes!

Milwaukee Lead/Asbestos Information Center, Inc. 2223 S. Kinnickinnic Avenue Milwaukee, WI 53207 414-481-9070

# Got NARI?

Congratulations to Waukesha Plumbing for adding the NARI logo to its business card. We'd like to see if other members have incorporated the new logo into their business cards, letterhead, brochures, etc.

Submit these materials to the Milwaukee/NARI Office, P.O. Box 26788, Wauwatosa, WI 53226 and you'll become eligible to be recognized in an upcoming issue of the NARI Newsletter.

If you'd like the updated sticker, window cling, logo sheet, or CD, call the office at 414-771-4071 and we'll be happy to send the materials to you.

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NARI MEMBER

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**Question:** Half the time I see prefabricated fireplace chimneys with insulation up next to the pipe and the other half there's no insulation around the pipe. Which is the better practice?

**Answer:** There should NEVER be insulation up next to a prefabricated metal chimney. Most of these are triple wall air-cooled thermosyphon chimneys. The chimney needs this air space to allow for air movement to cool the chimney's outer wall the way it was designed and tested to perform.

Too many times we see the absence of an insulation shield in the attic. The builder or installer maintains the clearance to combustibles with a fire stop and the insulation shield is absent.

Many times, another contractor blows in insulation right up next to the pipe, closing off very important air space needed for the heat to dissipate from the chimney. Many chimney related structure fires have happened because someone felt the attic insulation shield was not needed. It is a critical component of almost all prefabricated chimney installation manuals. Without it, the whole system can overheat igniting combustibles even when manufacturer clearances are met.

**Royal Chimney Service**  
Howard Rowell

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414-771-2282  
howard@royalchimney.com  
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## ANNOUNCEMENT!!

**NEW!**

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*"I want to thank The Starr Group for helping our company be more successful. You have earned the status of a significant trusted advisor.*

*Your expertise in the construction industry is rather noteworthy. It is clear any construction or contracting business should have an agent that is both a Certified Risk Manager and a Construction Risk Insurance Specialist as yourself - Thanks!"*  
Tod Colbert = Weather Tight Corporation



NATIONAL ASSOCIATION OF  
THE REMODELING INDUSTRY  
MEMBER

# NEW Milwaukee/NARI Member Benefit

The Starr Group has completed a program designed especially for Milwaukee/NARI members.

## What you can expect with your exclusive MILWAUKEE/NARI INSURANCE PROGRAM

- Errors & Omissions including Carpentry
- 5% additional discount for Milwaukee/NARI members insured with The Starr Group and Frankenmuth Insurance Company
- Earn Frequent Flyer Miles with continuous monthly automatic credit card payment option
- Automatic Limited Fungi or Bacteria Liability Coverage \$50,000
- Automatic Employment Practices Liability
- Automatic Pollution Coverage at Jobsite
- Expanded Trade Show & Booth Coverage
- Employee Theft Coverage from the Homeowner

Please note: The Starr Group will donate quarterly 1% of every program premium dollar to the Milwaukee/NARI Foundation

\*This is not a policy, but merely a general description of available coverages.



# Activity Results For First Half Of 2008 Reported

A recently completed survey conducted with Milwaukee/NARI members shows 54 percent of the respondents have increased sales or held steady in the first six months of 2008.

Of the 67 members that responded to the Summary 2008 "Industry Activity Questionnaire," 80 percent were contractors, while 10 percent were either wholesalers/suppliers or manufacturers. The objective of the questionnaire, which was distributed in June 2008, and tabulated in July 2008, was to measure home improvement and remodeling trends and ascertain changes, if any, being experienced by Milwaukee/NARI members within the industry. Survey highlights include the following:

- In 2008, 36 percent of the respondents experienced an increase in sales in the first half of the year when compared to the same period in 2007, while 18 percent said sales were flat when compared to the first six months of 2007.
- 66 percent of the respondents said there was an increase in the average project cost completed for homeowners in 2008 when compared to 2007, while 21 percent said the project cost remained the same.
- 46 percent of the respondents said the average project cost completed in the first half of 2008 was between \$1,000 - \$10,000.
- Contractors continue to generate business in a variety of ways, with referrals (63 percent) and past customers (61 percent) given most often as the reasons that contracts are signed.
- Twenty-eight percent of the respondents said increased marketing has resulted in increased sales.
- Of those that had a decrease in sales in the first half of 2008 when compared to the same period in 2007, 53 percent said economic

conditions were the primary cause, while 16 percent said the harsh winter and rains in spring impacted sales.

In its research, it was learned that Milwaukee/NARI members are seeing a variety of trends in the industry, including...

- use of "geothermal" products and materials to reduce energy and fuel costs.
- use of "green" remodeling products.
- home additions and outdoor living areas remain popular to create more living and entertainment space.
- wider use of spancrete and hard surface flooring products.
- replacement/repair of existing home materials to remain in the current residence.

According to Scott Cline, Milwaukee/NARI Home Improvement Council, Inc. president, "After a bit of a slow start to the year, it appears Milwaukee/NARI members are beginning to experience increased sales in 2008. Milwaukee/NARI members are able to meet homeowners objectives of providing more usable living space, using products to reduce energy costs, and offering a wide range of products to best meet the homeowners needs."

"As the inventory of existing homes age, remodeling and renovation continues to be a popular choice for area consumers," Cline said. "Whether a small project such as a new roof, a large addition to a home, or something in between, Milwaukee/NARI members are focused on working with consumers to complete a home improvement project efficiently and cost-effectively."

As part of the survey process, Milwaukee/NARI presents retail gift certificates to one member that completed the questionnaire and returned it with his or her name. The winner of the certificates from this survey is Jim Meyers of Electrical Concepts, Inc. in Waukesha. Congratulations Jim!

*Have you booked your Fall Show space yet?*



**September 26-28, 2008**  
**WISCONSIN EXPOSITION CENTER**  
 at State Fair Park

**EXHIBIT HOURS:**  
 Friday: 11 a.m. to 9 p.m.  
 Saturday: 10 a.m. to 9 p.m.  
 Sunday: 10 a.m. to 5 p.m.

**10 x 10 Booth Space at the Milwaukee/NARI Fall Home & Remodeling Show**

**= \$750**

**BENEFITS TO YOU:**

**\$65,000 in Show Advertising**

**\$200,000 in additional promotion from Radio, TV and Print**

**\$175,000 in PR value for Show**

**Thousands of people walking by your booth**

**= Priceless**

**Call the Milwaukee/NARI office today at 414-771-4071 to reserve your space.**



## Have You Renewed Your Certification?

If you are a Certified Professional, you know how much effort that you put into obtaining your certification. Every year, you need to renew your certification just like the registration on your vehicle. If you fail to register your vehicle, you may likely receive a citation and a fine. What if you just ignore those notices and fines? You may lose your driving privileges. How will you get from place to place?

Your certification is just as valuable. You will be notified approximately two months before your certification expires. Along with that letter, you will receive an invoice and an application. This application is for your Continuing Education Units (CEU's) and chapter/service programs that you have participated in this past year. Simple enough, yet some fail to keep track and then do not renew their certification. Soon enough, you lose your certification. Now you will no longer be able to promote your expertise.

Take the time to fill out the re-certification affidavit and send payment for the proper fee to NARI National. Within a few weeks, you will receive your updated certification material and your renewed certification.

I put my renewal information and check in the mail in late July. When will you mail your renewal information and payment?

Angela Petruska, CKBR

## Five Questions with... Joe Bacich, CR



1. **When did you become a Certified Kitchen & Bath Remodeler?** I became a Certified Remodeler in May of 2006.

2. **What are the reasons why you chose to go through the NARI certification process?** I chose to go through the course to learn more about remodeling and to be among the many CR's at Carl Krueger Construction.

3. **How has being a CKBR impacted your day-to-day business in home remodeling?** When I started for Carl Krueger Construction in September of 2003, I had a basic understanding of construction and building. I decided to fine tune and learn more. After many of the classes, I realized that I didn't know as much as I thought. The most important thing that I learned was knowledge of construction and remodeling.

4. **What is a myth about NARI certification?** When a customer asks what the CR is on my business card, I explain about the course and the studying involved to get through the classes and the test. They are impressed and I feel they are relieved to know that Carl Krueger Construction will take care of their needs and do things properly in the reconstruction or remodeling of their home or business.

5. **What advice would you have for someone considering becoming NARI certified?** I would highly recommend the certification to others to be better recognized in the industry. The continuing education is also very important and helps keep you up on new information, new ways of construction, and Green Building Techniques.

## Keep Your Mail Out of the Circular File

Eighty percent of mail gets trashed without a glance. One way to save yours is personalization, which can increase response. Addressing mail by name can lift response rates three times higher than “Dear Sir” or “Attention household decision-maker.”

It’s getting so much harder to break through the clutter, that many salespeople are doing anything they can to personalize their appeals. One reason is the average prospect has six mail boxes these days when you include home and office mail, voicemail, pagers, cell phones, etc. “Dear Sir” doesn’t cut it anymore.

Personalization paid off for one business services company that wanted to increase response and cut catalog costs for its business courses. It gets attention by getting personal. Even if you don’t have a huge budget, there are things you can do. Instead of using an impersonal tone, use “you” and “your.” It puts the prospect’s name in the copy.

Also try to offer a personalized product for each prospect. Instead of offering a range of products to choose from, suggest just one.

Source: *Creative Selling*, Vol. 36 Issue 1

## Media Clippings & Web Site Results

**The press clipping results for May 2008 were:**

Advertising Value: \$90,569.58

Public Relations Value: \$271,708.74

**Regarding the association Web site, results for May 2008 are as follows:**

Number of visits: 7,988

Hits: 2,786,609

AUGUST 2008						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1.	2.
3.	4.	5. 8:30 a.m. Membership Committee Mtg. 10:30 a.m. Nominating Committee Mtg.	6.	7. 8:15 a.m. Foundation Board Mtg.	8.	9.
10.	11.	12. 11:00 a.m. Executive Committee Mtg. Noon Board Mtg.	13.	14. 8:30 a.m. Legal Seminar: DATCP 110 Compliance	15.	16.
17.	18.	19. 8:30 a.m. WRA Submission Guidelines Seminar	20. 8:00 a.m. Fall Home & Re- modeling Show Committee Mtg. 10:00 a.m. Home Improvement Show Committee Mtg.	21. 9:00 a.m. Marketing Commit- tee Mtg. 11:00 a.m. WRA Committee Mtg.	22.	23.
24. 31.	25.	26. Noon Ethics Committee Mtg.	27.	28. Noon Program Committee Mtg.	29.	30.

For a complete list of activities and committee meetings, go to [www.milwaukeeanari.org/calendar-events.php](http://www.milwaukeeanari.org/calendar-events.php).

# foundationCORNER



Mark Brick (center), Milwaukee/NARI Foundation President, with the winning team from 1st Choice Heating & Cooling.



Frank Maraz, Frank Ramano, Ken Ginter, and Wayne Abendschein of 1st Choice Heating & Cooling.



Tim Starr (second from left) and members of The Starr Group present a check to Mark Brick (third from right), Milwaukee/NARI Foundation President.

The Wednesday, July 16, golf outing was a well-attended event that generated net proceeds of more than \$20,000 to support the efforts of the Milwaukee/NARI Foundation.

Although golf was cut short by a late afternoon shower, the day featured many highlights, including winners on and off the course:

**1st Place:** Wayne Abendschein, Ken Ginter, Frank Maraz, and Frank Ramano

**2nd Place:** Ted Cirra, Ken Holm, Chuck Turley, and Jim Fraser

### Proxy Hole Winners:

- #3 Callow Long Drive: Matt Ward
- #4 Callow Closest to the Pin: Mike Jones
- #7 Callow Straight Drive: Don Laamis
- #9 Callow Long Putt: Mike Jones

- #4 Meath Straight Drive: John Sudar
- #5 Meath Long Drive: Brian Becker
- #7 Meath Closest to the Pin: Jerry Heckel
- #9 Meath Long Putt: Cory White

- Poker Run: John Colle
- Wheelbarrow of Beverages: Jill Feltz
- Putting Contest: Gary Sannes

Thank you to the following sponsors for supporting the golf outing:

- American TV & Appliance/Kennedy Hahn Contract Sales
- Appliance World
- B&E General Contractors
- Big Dog Plumbing, LLC
- Callen Construction, Inc.
- Carmel Builders, Inc.
- Milt Charno & Associates
- Coello & Associates, Inc.
- Community Warehouse
- Dave Droegkamp Heating, A/C & Sheet Metal, Inc.
- Ferguson Bath & Kitchen Gallery
- 1st Choice Heating & A/C

- FloorCo
- GAF Elk
- KS Remodelers, Inc.
- Milwaukee Millwork
- Milwaukee/NARI Education/Certification Committee
- Moen, Inc.
- Ozaukee Bank
- Rundle-Spence Mfg. Co.
- Sign-A-Rama Downtown
- Ron Sonntag Public Relations, Inc.
- The Starr Group
- Time Warner Cable
- Ver Halen, The Pella Window Store
- von Briesen & Roper, s.c.
- Western Building Products

We also appreciate the efforts of the following volunteers for working at the event:

- Dave Amoroso
- Diane Ausavich
- Brian Dombrowicki
- Eric Erickson
- David Feldner
- Jill Feltz
- Patty Johnson
- Jennifer Maag
- Ronna Bromberg-Pachefsky
- Mary Kay Siemann
- Chris Sisinni
- Ken Skowronski
- Jeff Waugh
- Wendy Werner
- Gail Wuesthoff

We also want to thank Tim Starr of The Starr Group, who made the first check presentation, a total of more than \$4,100, from The Starr Group as a result of the rebate from the Milwaukee/NARI Insurance Program.



The crowd gathered for the "Beer for a Year" golf ball toss, with Ken Ginter of 1st Choice Heating & Cooling and Paul Kraemer of The Starr Group sharing the prize.



Paul Kraemer of The Starr Group at the Par 3 Hole-in-One Contest tee sponsored by the company.



Grace Weyker (seated) of American TV & Appliance/Kennedy Hahn Contract Sales sponsored one of the Par 3 holes.



Mark Brick with members of the Second Place team from Time Warner Cable.

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