

## MILWAUKEE/NARI LUNCH MEETING TUESDAY, JANUARY 16, 2007

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### WHY GREEN MAKES (DOLLARS AND) SENSE

Get the New Year off to a great start and attend the first membership meeting of 2007.

Join industry expert Andrew Pace for a fast-paced informative discussion about the green building movement as it directly relates to the remodeling market. You'll get a variety of information on this important topic, such as...

- Who are your potential clients?
- What are they looking for?
- How to debunk the environmental myths that are out there.

Founder of Safe Building Solutions in Waukesha, a supplier of healthy and sustainable building materials, Pace has been involved in the commercial construction industry serving as a manufacturers representative and architectural consultant since 1989.

In 1999, he opened Safe Building Solutions to address the needs for the supply of healthy and sustainable building materials. An avid speaker on the regional and national level, Pace has lent his expertise in the field of technical product knowledge to the Paint and Decorating Contractors Association, the Construction Specifications Institute, the National Hardware Manufacturers Association, as well as numerous regional conferences and presentations.

Pace has authored several articles about the construction of healthy homes, which have been published in *Environmental Design & Construction* and *The Paint Dealer*, as well as served as Editorial Advisor for *Green Building Product News* magazine.

He is a two-time President of the Construction Specifications Institute-Milwaukee Chapter as well as a current board member of the Wisconsin Green Building Alliance. In 2003, he was a recipient of a Citation for Distinguished Service from the American Institute of Architects.

Please join us for what will be an informative discussion that will assist your business.



**Registration:** 11:30 a.m.  
**Lunch:** Noon  
**Program:** 12:30 p.m.

**COST:** Pre-Registration: \$15.00  
Walk-ins: \$20.00

# presidents LETTER

We've all heard the expression "Time flies when you're having fun." I feel this way about the two year's I have served as Milwaukee/NARI president.

The past 24 months, while they have presented challenges that the chapter has successfully met, have been very rewarding. The time has proven to be very beneficial to me, both professionally and personally. I have worked with a tremendous group of people who shared a commitment to make this chapter a huge success.

A year ago in this column, I was proud to expound on the changes and accomplishments of 2005. I am happy to report that in 2006, we cranked it up a few notches. Let me give you the highlights:

In February we completed a massive update of our association bylaws.

The office has gone through a significant technological upgrade, with pc's networked in the office (all operating with Windows XP), a partial T-1 line, a scanner, high-speed copier, digital phone lines, and voicemail.

We have a qualified and experienced staff that works very well together and knows how to get the job done.

We have a new, professional sign in front of the building.

The Milwaukee/NARI Foundation Golf Outing raised more than \$17,000, a record for the event.

We held our first annual NARI Foundation Rummage Sale, which raised over \$4,000 to support scholarship programs.

Through NARI National, we have an updated logo and have implemented it locally.

We updated the association Web site, which is averaging 6,000 visitors per month.

Our financial reports have seen a dramatic update in their preparation and presentation.

We updated the sample contract for our members, most recently to include the new "Right to Cure" laws.

The number of project submissions for the WRA's increased by almost 70 percent.

We had our first ever open call for nominations for the board, which was well received by members.

And what I believe to be the most significant event to come out of 2006 was our chapter engaging in a Strategic Planning initiative, which we are now implementing on the committee level. This strategy will allow us to be focused on the professional development of our chapter and our members.

There is one other item that we recently started to explore and will be considered more thoroughly in 2007 – term limits for the board of directors. Stay tuned for what transpires.

It has truly been an honor and a privilege to serve you. I feel blessed to be surrounded by so many good people. This chapter has accomplished so much and will continue to be a leader because of the quality of its members. Thank you for your support and for your commitment to Milwaukee/NARI.

Best wishes to you and your loved ones for a wonderful holiday season and a prosperous New Year!

Best regards,

**Paul M. Kraemer, CIC, CRM  
President**

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

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President: Paul Kraemer, CIC, CRM –  
Starr Insurance Group, Greenfield

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

Vice President: Michael Heuser, CR –  
Kelmann Corp., Wauwatosa

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

Secretary: Diane Ausavich, CR –  
Carl Krueger Construction, Inc., Milwaukee

Treasurer: Kevin Anundson, CR, CKBR –  
The OAR Group, Elm Grove

Executive Director: David Feldner, CAE

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**MENU:** Fresh Tossed Garden Salad with Assorted Dressings and Italian Bread; Roast Sirloin of Beef, Whipped Potatoes; Dessert; Coffee, Tea, or Milk.

**MEMBER SHOWCASE:** Hallmark Building Supplies, Inc. is the Member Showcase for the afternoon. Please be sure to stop by to learn about how this company can help your business.

**BUSINESS CARD BOARD:** You will be able to display your business cards at the registration table. This is another great way to get your name out to members who may have a need

for your product and/or service. We request that you pick up any remaining cards at the end of the afternoon so room can be made for next month's meeting.

**JACKPOT DRAWING:** One lucky member will win \$75.00! Just pre-register with the office, be the official representative of your company, and be present for the drawing. You could be a winner!!

**Certified Professionals can earn .05 CEUs for attending this program.**

**Registration Deadline: Friday, January 12**

## 2007 Officers and Directors Announced

Milwaukee/NARI is pleased to announce the election of the following officers and directors for 2007:

### President

Scott Cline – J & B Construction Inc., Milwaukee

### Vice President

Michael Heuser, CR – Kelmann Corp., Wauwatosa

### Vice President

Thomas Weiher, CR, CKBR – Carmel Builders, Inc., Menomonee Falls

### Vice President

Diane Ausavich, CR – Carl Krueger Construction, Inc., Milwaukee

### Secretary

Tony Rink, CR – Renovators Ltd., Brookfield

### Treasurer

Kevin Anundson, CR, CKBR – The OAR Group, Elm Grove

### Board of Directors

Dave Amoroso – Ron Sonntag Public Relations, Inc., Milwaukee

Mark Brick, CR – B & E General Contractors, Inc., Glendale

Kenneth Steven Connor, CR – K. Steven Remodeling, Inc., Colgate

Mary Kay Fagan – Rundle-Spence Manufacturing Co., New Berlin

Thomas J. Hagner, CRS – Better Bldg. by Weather-Seal, Ltd., Racine

Dean Herriges, CR, CKBR – Urban Herriges & Sons, Inc., Mukwonago

Thomas Kammerait, CPA – von Briesen & Roper, s.c., Milwaukee

Nick Kerzner, CR, CKBR – Kerzner Remodeling & Construction, Oconomowoc

James Klappa – JDJ Builders, Greenfield

Paul Kraemer – Starr Insurance Group, Greenfield

Pamela Mackovich – Weather-Tek Design Center, Inc., Brookfield

David Pekel, CR – Pekel Construction & Remodeling, Inc., Wauwatosa

Howard Rowell – Royal Chimney Service, Wauwatosa

Gary Sannes, CR, CGR – S.J. Janis Company, Inc., Wauwatosa

Kenneth Skowronski, CR – KS Remodelers, Inc., Franklin

Ron Ziglinski, CR – Around Your House, Milwaukee

We wish these members well as they lead the chapter during the coming year.



*Executive Board*



*Board of Directors*

# membership COMMITTEE

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It is a good time to meet your fellow members at the monthly Membership Meetings. At each of these meetings, we get to see some new faces and are afforded the opportunity to visit with them. We always have fun with the Jackpot Drawing, Incentive Drawings for recruiting new members and, of course, the “Big Raffle.”

At the November 21 Membership Dinner Meeting, Dan Riedel of Woller-Anger & Company, Inc. and Susan Montie of Advanced Communication Specialists sold an all-time high number of raffle tickets to the amount of \$420.00. Hats off to Dan and Susan! At our Membership Committee meeting on Wednesday, November 29, it was agreed by the Committee to donate the \$420.00 to the Larry Theroux Fund Raising Benefit. Larry Theroux, owner and member of LJT Home Improvements, had a tragic accident that resulted in his becoming a quadriplegic. We hope this will help to offset some of the expenses that have been incurred for proper medical care and treatment.

The new 2007 Membership Directory will go to press in January and will be available at the February Home Improvement Show. A Task Force had been appointed by the Membership Committee to review the present categories in the 2006 Membership Directory. The results of their study were reviewed and will be included in the 2007 Membership Directory. Other items discussed at the meeting were the use of the NARI logo and how to help promote it. Incentives for new member recruitment for 2007, Open House luncheon meetings for a new member prospect received at the February Home Improvement Show, New Member Orientations, and an Ambassador Program for new members to get involved at our breakfast, lunch, or dinner membership meetings. The goal is to get more members “involved.”

The Board of Directors met Tuesday, December 12, and reviewed and accepted the following applicants for membership:

Badger Basement Systems, Inc. – Waterproofing & Repair  
P.O. Box 158, N1656 Hwy 12, Ft. Atkinson, WI 53538  
Jim Hedrick, 1-800-262-1880

College Pro Painters – Painting Services – Interior/Exterior  
6323 N. Avondale, Ste. 245, Chicago, IL 60631  
Tracy Stine, 773-467-4080

Grooms Custom Remodeling – Remodeling – General  
17435 W. Rogers Drive, New Berlin, WI 53146  
Mark Grooms, 414-640-6857

Handyman Connection (Home Pro Services, Inc.) –  
Handyman Services  
5801 Washington Avenue, Racine, WI 53406  
Richard Wallrash, 262-884-9922

Home Lumber Company – Lumber  
499 W. Whitewater Street, Whitewater, WI 53190  
David Diermeier, 262-473-3538

JRC, d/b/a/ Service Master Clean – Remodeling -  
Restoration  
2215 S. 162nd Street, New Berlin, WI 53151  
Susan Scifo, 262-782-3335

Pro Cision Painting & Finishing, LLC – Painting Services  
– Interior/Exterior  
P.O. Box 522, West Bend, WI 53095  
Camerino Hernandez, 262-353-1523

Rapid River Log Homes – Log Homes  
P.O. Box 14, Richfield, WI 53076  
Michael Berry, 262-628-1508

Silverthorn Construction Company, Inc. – Remodeling  
– General  
1887 Araphaho Court, Grafton, WI 53024  
Addison L. Silverthorn, 262-375-9692

WTMJ-TV – Media  
720 E. Capitol Drive, Milwaukee, WI 53212  
Karen Brienzo, 414-332-9611

Unfortunately, there are a few members that have decided not to renew their memberships. They are as follows:

“All” Construction, LLC  
Beyond Construction, LLC  
Fiber-Tech Specialists & Remodelers, LLC  
First Wisconsin Lending, Inc.  
Graphic Edge Printing  
J & G Property Maintenance  
T.W. Masters, Ltd. Overhead Doors  
Window Specialists of WI, Inc.

Thank you for investing in your future with Milwaukee/NARI. Be sure to get involved with some of the many activities that we offer to make your investment pay off.

Respectfully submitted,

**Bill Bobrowitz**  
*Membership Chairman*

# member SPOTLIGHT: Buckley Tree Service

Buckley Tree Service has been providing the highest quality tree care and service to residential and commercial properties in the metropolitan Milwaukee area since the early 1950s. “All we do is tree and shrub care, which allows us to be the experts in this field,” explained Bob Gansemer, general manager at Buckley’s Mequon office. “Many companies in our industry try to do everything and may spread themselves too thin. We would rather refer people to landscapers and lawn care companies and concentrate on what we do best, which is professional tree care.”

Buckley Tree Service has nine ISA Certified Arborists on staff and is the first company in Wisconsin to be accredited by the Tree Care Industry Association. “All of our arborists are full-time professionals who are highly skilled and take great pride in their work,” Gansemer said.

“We are a specialty niche of the green industry – tree care is all we do.

We can help other NARI members by being the expert for tree issues they may encounter on their projects and we can also help them take care of their own trees. We can also act as a referral source for other NARI members.”

Since many home improvement projects impact existing trees in the landscape, Gansemer recommends that contractors and their clients consult with Buckley’s arborists before breaking ground for a remodeling job.

“It is always best to bring us in during the planning stages of the project to give the trees the best opportunity to survive,” he said. “We have many more options for tree preservation before the project is started. Research now shows that construction damage can impact trees from seven to 12 years after the first shovel is put in the ground. If the trees are important to the client, call us. We have many more tools in our toolbox when we are involved in the planning process than after the project is done and a tree is starting to decline. We could also help in situations where the client wants to save a tree that really shouldn’t be saved because the impact of the project will be too significant.”

All too common is the mistake homeowners make that they can do the job themselves. “We are frequently called in to finish something the homeowner has started, and then realizes it is beyond their skill level,” Gansemer said. “Unfortunately, trees can’t immediately tell us when we are mistreating them. Too bad all trees are not like the (talking) apple trees in the Wizard of Oz movie or the trees in the Lord of the Rings Trilogy.”

Among the offerings of Buckley Tree Service is a comprehensive Plant Health Care program. Services provided include: consultation; tree and shrub pruning; insect and disease control; diagnostics; tree and stump removal; fertilization; root stimulation and soil amendments for stressed trees; cabling and bracing; and lightning protection installation.

“We also are working with a growth regulator that can be applied to trees to help reduce the amount of annual growth for a

tree growing in a confined area,” Gansemer said. “Doing this can help extend the pruning cycle for the tree, but can also improve the overall health and vigor of the tree. It has been shown to help trees that are in various stages of decline.”

Buckley Tree Service began when Pat Buckley started the company as a summer job, which then developed into a new career for him. Pat worked with the company until his retirement in 1994, when he sold the company to Tim Harris, the current owner and company president.

The key to Buckley’s long-term success, according to Gansemer, “is to treat clients as you would like to be treated when you have work done at your own property. We try to use this as a benchmark for the quality of our service.” Gansemer noted that each project is reviewed for performing the job at the time stated, leaving the property neat and clean, client communication throughout, including before leaving the property, and leaving a doorhanger if client contact didn’t occur.

“We have positioned our offering as the highest in quality and service while representing a strong value to our clients,” Gansemer said. “Our identity is one of safety, expertise, professionalism, service, care, quality, and a high regard for the proper treatment of clients, as well as trees and shrubs. Our clients have confidence in us and trust us to do right by them and their trees.”

Buckley Tree Server has been a member of Milwaukee/NARI since 2004. “A current NARI member, who is a client of ours, told me how much he enjoyed being a member and how much it benefited his business and encouraged us to join,” he said. “It was a great decision for us. The people we have met have been top-notch and very helpful and as we get to know members better, we have referral sources that we can recommend with confidence to our clients. We are asked all the time for referrals for quality contractors, and are happy to refer NARI members to our clients.”

Gansemer, who is on the program committee for Milwaukee/NARI, said he tries to regularly attend the monthly meetings and noted that the Home Improvement Show was a valuable experience for his company.

“I feel NARI does a great job of educating consumers. We educate consumers through our Web site and newsletter, through some of the community service and Arbor Day projects we are involved in, participation in the trade shows like the Spring Home Improvement Show, and through our participation in the trade associations we belong to.”

Buckley Tree Service is a member of the Tree Care Industry Association International (TCIA), Society of Arboriculture (SA), Wisconsin Arborist Association (WAA), and Wisconsin Landscape Contractors Association (WLCA).

Buckley Tree Service has two offices, one in New Berlin, and another in Mequon. For information on how Buckley Tree Service can help your clients with their next project, call (262) 547-4732, or visit [www.buckleytree.com](http://www.buckleytree.com).

# New Certified Professionals Named

# Certified Professional Signs Available Soon



The Education/Certification Committee will soon have available Certified Professional signs for use by members that have achieved one of the five certification designations. Perfect for use at the upcoming Home Improvement Show, the signs are made from high impact foam for durability, with an emron finish to resist fading.



A full color sample will be available for viewing in early January. Call the Milwaukee/NARI Office at 414-771-4071 for more information including costs.

Eight members recently completed the association's certification process, the rigorous programs that are geared to maintain high professional standards among members of Milwaukee/NARI, and were presented with their certificates at the November dinner meeting.

Five members became a Certified Remodeler (CR), one individual completed the Certified Lead Carpenter (CLC) certification program, and two completed the Certified Kitchen and Bath Remodeler (CKBR) program.

These Milwaukee/NARI members have completed the four-month study program and taken, and passed, an eight-hour written exam:

- Michael Aliota, CR** – Aliota Bros. Contracting, Inc., New Berlin, Wis.
- Joe Bacich, CR** – Carl Krueger Construction, Inc., Milwaukee, Wis.
- Richard Duprey, CR** – Bartelt Filo Design Build, Menomonee Falls, Wis.
- Ryan Eigenfeld, CR** – Carl Krueger Construction, Inc., Milwaukee, Wis.
- Rich Trott, CR** – RNT Builders, Burlington, Wis.
- William Ham, CLC** – Kerzner, Inc. – Oconomowoc, Wis.
- Brian Kowalke, CKBR** – Pekel Construction & Remodeling, Inc., Wauwatosa, Wis.
- Gary Millard, CR, CKBR** – Wooden Thumb, Inc., West Allis, Wis.

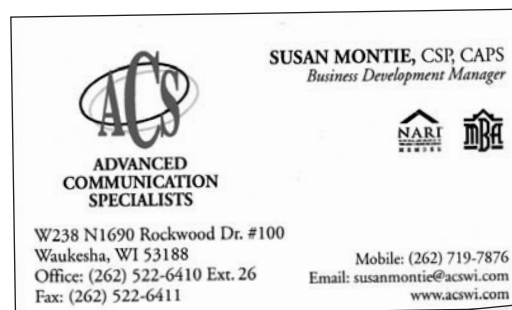
The program helps maintain the high standards that consumers have come to expect when contacting a Milwaukee/NARI member. Remodeling professionals must meet a number of requirements to qualify for certification, and the certification process requires dedication and commitment to furthering Milwaukee/NARI's reputation.

Congratulations to these gentlemen and we wish them continued success.

## Got NARI?

Congratulations to Bear Builders and ACS Advanced Communication Specialists for adding the new NARI logo to their business cards. 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 will 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.



## Media Clippings & Web Site Results

The press clipping results for October 2006, were:

Advertising Value: \$75,139.57

Public Relations Value: \$225,418.71

Regarding the association Web site, results for November are as follows:

Number of visits: 3,286

Hits: 1,699,821

## Closing Without Being Pushy

A common theme among salespeople is the fear of coming off as pushy. As a matter of fact, some salespeople won't even ask for the sale because of this fear. They want to build a solid relationship with the prospect, so they're concerned they'll appear intrusive if they ask for the sale.

This fear of appearing too pushy is nonsense. Asking for business is the natural culmination of the professional sales process (if the salesperson has done everything correctly up until this point. If the salesperson had an interesting opening, asked questions, answered questions correctly and enthusiastically, and made an appropriate on-target recommendation) the closing phase should be a cinch. Also, by not asking for

the sale, the salesperson is actually doing the prospects a disservice. If you have something your prospects need, you are not helping them by not asking them to buy it.

Asking for the sale is consistent with building relationships, since you are making an educated decision as to the customer's best interest. Being pushy is trying to sell someone something she does not want or need. That happens when a salesperson makes a pitch and a close before creating interest or getting information.

So, if after ample questioning, you decide you have the product your prospect wants and needs, then ask for the sale.

## Information Needed for Question & Answer Columns

Many of you are aware that Milwaukee/NARI members have an opportunity to receive **FREE** publicity in one of two "Question and Answer" columns – "Ask a Contractor" in the Sunday Milwaukee Journal Sentinel Real Estate and Remodeling section and "Home Tips by Milwaukee/NARI" in Hometown Publications. We thank those that have submitted inquiries and responses. We're confident you and your business have benefited.

We are making an appeal to have members submit questions, with answers, so that we can use the information in these newspapers. Are there questions that you receive from consumers on a regular basis or a new industry trend that you want to promote? Here's an excellent way to get information on your industry (as well as your name) out to thousands of consumers for **FREE!**

All it takes is a few minutes of time to write out the question and your reply. Submit the information to Dave Amoroso of Ron Sonntag Public Relations by e-mail (dave@rspr.com) or via fax (414-354-5317). When the information is used in the newspaper, a copy of the article will be faxed to you. What could be easier?

Take advantage of this opportunity now to get **FREE** publicity for your business.

## Spring Showcase Seminar Scheduled

With the seventh annual Milwaukee/NARI Spring Home Improvement Showcase scheduled for Saturday, May 5 – Sunday, May 6, from 11:00 a.m. – 5:00 p.m., planning is already underway.

Information packets on the 2007 event were mailed out in early December, so now is the time to start work on selecting the project(s) that will be entered in the Showcase. One idea is to use the home(s) that were entered in the Wisconsin Remodeler of the Year Awards program.

In an effort to generate additional participation in the 2007 Spring Showcase, a **FREE** seminar will be held on Tuesday, January 16, from 8:30 a.m. – 10:00 a.m., in the Milwaukee/NARI Education Center. The seminar will feature a panel of previous Spring Showcase participants providing an overview on what members do to make the event a success. In addition, information on how the event is promoted and the opportunities available through advertising in the Milwaukee/NARI Resource Directory will be provided.

Call the Milwaukee/NARI office by Friday, January 12, to reserve your space for this **FREE** and informative seminar.

For more information on the Spring Showcase, contact Pamela Mackovich, chairperson, at Weather-Tek Design Center, 414-791-2229 or David Feldner, Milwaukee/NARI executive director, at 414-771-4071.

# Association Recognizes Industry Advocates

Paul Kraemer honored six individuals with 2006 President's Awards, created to recognize members of the Milwaukee/NARI Home Improvement Council who've demonstrated an outstanding commitment to community, education, and support of the association's goals. The President's Awards are presented annually at the association's holiday party.

"The President's Awards were instituted as a way for the association president to extend formal recognition and a 'thank you' to members for their contribution to Milwaukee/NARI," Kraemer said. "The individuals recognized represent the spirit of cooperation within the association that strives to provide consumers with the necessary information to complete a home improvement or remodeling project in a quality manner."

The 2006 Milwaukee/NARI President's Award winners were (with comments made by Kraemer during the award presentation):



*Paul Kraemer and Kevin Anundson*

**Ron Ziglinski** – AroundYour House, Milwaukee and Milwaukee/NARI Office, Wauwatosa: "I would like to acknowledge a second generation NARI member who is arguably one of the most dedicated and unselfish members of the association. This member is instrumental in the coordination, set up, and tear down of our trade shows. He manages them like clockwork. He is also the Chairperson of the Education/Certification Committee."

**Mike Heuser** – Kelmann Corporation, Inc., Wauwatosa: "I would like to acknowledge a person that has been active in our chapter for several years. As Chairperson of the Government Affairs Committee, both here in Milwaukee and for National NARI, he has been heavily involved in the EPA Lead Paint rules that have been proposed. Working with the Metropolitan Builders Association and the National Association of Home Builders, this person has been outspoken on this issue, documenting why the rule, as drafted, wouldn't work."



*Paul Kraemer and Mike Heuser*



*Paul Kraemer and Dave Amoroso*



*Paul Kraemer and Howard Rowell*



*Paul Kraemer and David Feldner*

**Kevin Anundson** – The OAR Group, Inc., Elm Grove: “This person has taken an active role with the Finance Committee, working together with the Executive Director to provide accurate and timely financial data for the board. Always questioning and challenging, never interested in keeping with the status quo, his involvement could not have been more timely.”

**Howard Rowell** – Royal Chimney Service, Wauwatosa: “This person was instrumental in bringing about needed changes with our bylaws. Having a great attention to detail, he oversaw the numerous drafts in updating the bylaws. His influence can be seen in numerous areas, from how we now treat member-to-member issues, amending the quorum, and eliminating the alternate director position, which gave all directors voting rights. He is currently serving as the president of the National Chimney Sweepers Guild. His knowledge and experience are very valuable and he was a great sounding board for me during my term as president.”

**Dave Amoroso** – Ron Sonntag Public Relations, Inc., Milwaukee: “I would like to recognize someone that is a very committed, professional member that is actively involved in many important committees, including both the Spring and Fall Show Committees, the Spring Showcase Committee, and the Marketing Committee, plus he’s a director on the Foundation as well as the board, and Chairs the Program Committee. I respect his opinion and have asked for his input frequently.”

**David Feldner** – Milwaukee/NARI Executive Director, Wauwatosa: “This person is a catalyst for positive change, a certified professional in his own right that, has demonstrated again and again how wise a decision we made when we hired him last year. He plays a role in virtually every committee and has had a hand in many of our advancements over the last 15 months. The position of President is definitely easier with him as the Executive Director.”

# Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

**Tuesday, January 16:** Monthly Membership Meeting  
– 11:30 a.m. – 1:00 p.m. Lunch

**Friday, January 19:** Wisconsin Remodeler of the Year Awards Dinner at Davian's in Menomonee Falls

**Thursday, February 8 – Sunday, February 11:** 45th Annual Milwaukee/NARI Home Improvement Show at the Wisconsin Exposition Center at State Fair Park

**Tuesday, February 20:** Monthly Membership Meeting  
– 6:00 p.m. – 9:00 p.m. Dinner

**Monday, March 5:** Eighth Annual Milwaukee/NARI Employee of the Year Award nominations due at association office

**Tuesday, March 20:** Monthly Membership Meeting  
– 6:00 p.m. – 9:00 p.m. Dinner and "Employee of the Year Award" Night

**Tuesday, April 17:** Monthly Membership Meeting –  
7:30 a.m. – 9:30 a.m. Breakfast

**Friday, April 27:** Milwaukee/NARI Foundation Rummage Sale – 8:00 a.m. – 4:00 p.m.

**Saturday, May 5 – Sunday, May 6:** Eighth Annual Milwaukee/NARI Spring Home Improvement Showcase – tour of recently completed projects by association members.

**Tuesday, May 15:** Monthly Membership Meeting –  
11:30 a.m. – 1:00 p.m. Lunch

**Wednesday, July 18:** Milwaukee/NARI Foundation Golf Outing at Ironwood Golf Course in Sussex.

**Friday, September 28 – Sunday, September 30:** Fall Home & Remodeling Show at the Wisconsin Exposition Center at State Fair Park

## EDUCATION/CERTIFICATION COMMITTEE

### What Makes You Better?

What makes you a better Remodeler? What makes you the one a customer wants to do BUSINESS with?

It can be many things.

Price? Anyone can lower the price.

Selection of products? Anyone can offer a wide variety of products.

Knowledge and confidence? This takes much more effort and dedication than lowering your price or having lots of catalogs. Yet it can be exactly what makes you better, makes you the one a customer wants to do BUSINESS with!

Allow me to introduce myself; my name is Chris Egner, CR, of Four Seasons Sunrooms. I have been in the remodeling business for almost 15 years. It is a profession that I love, but it is also very challenging. There are so many different types of projects that homeowners are interested in, and the projects are constantly changing. How do you keep up? How do you set yourself apart from everyone else competing for these customers?

I did it by becoming a NARI Certified Professional. This took effort and dedication, time to study, take tests, continuing education, not to mention a financial commitment.

But it has been exactly what makes me a better Remodeler, what makes me the one a customer wants to do BUSINESS with. The NARI Certified Professional Program gave me the knowledge I needed to handle any type of home remodeling project. It was the only place I found to get all the information I needed to be able to understand and address all aspects of home remodeling. It gave me the confidence to go into any home and be able to provide the customer with the best solution to their remodeling needs.

I have been a Certified Remodeler for almost nine years and like all of you, compete every day with every other "Remodeler" to get jobs. I have been very successful in getting those jobs without having to lower my price or give things away (you know who you are). The effort and investment I made to become a NARI Certified Professional has made me a better Remodeler, the one a customer wants to do BUSINESS with!

**Chris Egner, CR**

*Milwaukee/NARI Education/Certification Committee Member*

## Raffle Prizes Needed

You still have an opportunity to donate a prize, with a minimum retail value of \$500, to the 2007 Milwaukee/NARI Foundation Raffle that is part of the annual Home Improvement Show. The prize could be a product or service that you offer, or a certificate for use at your location.

Participating companies will receive...

Company name on signage in the NARI Information Center and throughout the exhibit hall promoting the raffle

Company name mentioned in on-site Show announcements promoting the raffle

Company name on raffle tickets

Inclusion in the event attractions release

Company name in the event fact sheet

Company name and raffle prize description in the "official" Show broadsheet produced by the Milwaukee Journal Sentinel on Sunday, February 4

Company name on [www.milwaukeeenari.com](http://www.milwaukeeenari.com) promoting the raffle

All funds raised from the sale of raffle tickets will support scholarship programs for students looking to pursue a career in the home improvement and remodeling industry.

We encourage you to take advantage of this opportunity to promote your business, enhance your participation in the Home Improvement Show, and support the efforts of the NARI Foundation. Call David Feldner at 414-771-4071 if you'd like to donate a prize or for more information.

## Share in the Excitement

The Wisconsin Remodelers Awards banquet will be held Friday, January 19, 2007, at Davian's in Menomonee Falls. More than 100 projects in the remodeling categories were entered with over 25 submissions in the marketing/advertising categories.

The Milwaukee/NARI Chapter's Local Achievement Awards will also be presented at the banquet, and the Fourth Annual M Magazine "Reader's Choice" award will be presented to one of 10 entries in the Residential Kitchen \$60,000 – \$100,000 category. Katrina Cravy, FOX6 news anchor and Contact 6 reporter, will serve as the mistress of ceremonies.

Special thanks are extended to Weather-Tek Design Center, Marvin Windows, and M Magazine for helping to sponsor the banquet.

Be a part of this special evening and congratulate this year's winners. Also, start making plans today to submit entries for the 2007 Wisconsin Remodelers Awards so you can be a part of this wonderful event. For more information, contact David Feldner at 414-771-4071.

## Nick-N-Willy Cards Available

We also want to remind members that the Foundation has Nick-N-Willy Fundraising Coupon Cards sponsored by Ferguson Enterprises for sale, \$10 per card, with 10 punches per card. With the card, you buy a regular priced pizza, and get one large, one topping pizza for free. Perfect for gifts to employees and vendors, all money raised will be used to fund scholarships for trade and technical school students.



Visit [www.milwaukeeenari.com](http://www.milwaukeeenari.com) or call the Milwaukee/NARI office at 414-771-4071 to order the coupon card or for more information.

## Don't Forget to Vote

Just a reminder that you can vote for one of the 10 projects under consideration for the Milwaukee/NARI and *M Magazine* "Reader's Choice" competition in conjunction with the annual Wisconsin Remodeler of the Year Awards (WRA).

There are 10 projects in the Residential Kitchen \$60,000 – \$100,000 category completed by the following companies that are part of this contest:

AB&K Bath & Kitchen, Inc.  
Brillo Home Improvements, Inc.  
Callen Construction, Inc.  
Carmel Builders, Inc.  
Cream City Construction, Inc.  
S.J. Janis Company, Inc.  
E. Miller & Associates, Inc.  
The OAR Group  
Renovators Ltd.  
Wooden Thumb, Inc.



The winner will be announced at the WRA dinner on Friday, January 19.

Go to [milwaukeeenari.com](http://milwaukeeenari.com), click on the *M Magazine* logo on the home page, view the projects, and make your choice. Good luck to all participants, and the winner will be announced in an upcoming newsletter.

## November Member Showcases



*Thank you to representatives of Buckley Tree Service (left) and FloorCo for being the Member Showcase participants at the November dinner meeting.*

## NARI National Offers Teleseminar Educational Opportunities

The National NARI office is offering several teleseminars over the next few months that are available to all association members. You can get legal advice to advance and protect your business while earn continuing education units (CEU) toward NARI certification renewals. The following topics will be covered:

Thursday, January 18, 2007: Effective Use of Mechanics' Liens

Thursday, February 15: How to Prevent Litigation

Thursday, March 15: Moving Out of Your Home Office  
- How to Negotiate a Lease that Works for You

The teleseminar leader is Nancy Chillag who has been practicing law for over 23 years. She is the founder of Chillag & Associates, a Menlo Park, California, law firm that focuses primarily in the areas of real estate, construction, and business law. In addition to being an attorney, Nancy is a CPA and Real Estate Broker. She has published many articles on construction, real estate, and business related topics and since 1996, she has been the legal columnist for Qualified Remodeler.

Individual sessions are \$100.00. If three sessions are selected, the total is \$275.00, a \$25 savings. Each seminar will run from 10:00 – 11:30 a.m. CST.

To register, go to <http://www.chillag.com/seminars.html>.

In addition, a variety of marketing seminars will be offered over the next few months that also allow NARI members to earn CEU toward NARI certification renewals. The following topics will be covered:

Tuesday, January 16, 2007: Growing Your NARI Chapter and Your Business at the Same Time

Tuesday, February 20: Schmoozing Your Way to Spring Sales

Tuesday, March 20: How to Market Green

Tuesday, April 17: The Don'ts and Do's of Direct Mail

The teleseminar leader is Adrienne Zoble, owner of her own market consulting and speaking business since 1977.

Individual sessions are \$75.00 for each member and staffer on the line, whether participating or just listening. If three sessions are selected, the total is \$200.00, a \$25 savings, and if all six sessions are chosen, the cost is \$350, a \$100 savings. Each seminar will run from 9:00 – 10:30 a.m. CST.

Registering early is suggested, as each session is limited to 25 people. Members can register via e-mail at [azoble@azoble-assoc.com](mailto:azoble@azoble-assoc.com), by fax at 970-282-1152, or reserve space via credit card (Visa, MasterCard, or Discover) at 970-282-1150. Include your phone number, fax, and e-mail address. You can also visit [www.azobleassoc.com/payment.html](http://www.azobleassoc.com/payment.html) to make a secure online credit card payment.

### Membership E-Mail Alerts



Just a reminder that if you wish to receive e-mails from the Milwaukee/NARI office with important updates on chapter activities, programs and seminars, we need your e-mail address.

If you haven't done so already, please provide a current e-mail address for your company's designated representative to start receiving these updates.

# Milwaukee/NARI Honors Steve Tennies

Wisconsin State Representative Jeff Stone presented the annual "Building Milwaukee" Award to Steve Tennies of Habitat for Humanity on Tuesday, November 21, at Milwaukee/NARI's monthly membership meeting.

The "Building Milwaukee" Award was created to recognize efforts made by individuals and groups who concentrate on community improvements and assist in the growth of the home remodeling industry.

Tennies is primarily involved as Construction Staff and Coordinator for the affiliate's Habitat for Humanity AmeriCorps program. From 2004 to 2006, he helped plan and served as coordinator for Milwaukee Habitat's "Home Builders Blitz 2006," June 5 - 9, 2006. During the week, 10 new two-story homes were built from start to finish in the Metcalfe Park neighborhood. Over 1,000 people worked on the



Wisconsin State Representative Jeff Stone

homes and many area contractors, suppliers, and businesses contributed materials and labor for the project.

Tennies graduated summa cum laude from Carroll College with majors in Geography and Psychology. He continued his studies in the Urban and Regional Planning masters program at the University of Illinois, Urbana-Champaign.

"Steve's commitment to helping individuals from throughout southeastern Wisconsin achieve the dream of home ownership perfectly illustrates what the Building Milwaukee Award represents," said Paul Kraemer, president of Milwaukee/NARI. "His leadership during this summer's Home Builders Blitz was instrumental in the projects success. We know he will continue to play an important role in helping people create a place to call their own."



Steve Tennies (center) with Tom Weiher, CR, CKBR, of Carmel Builders (left) and Mike Heuser, CR, of Kelmann Corporation (right)

## Disabled War Veteran Seeks Assistance

Builders Help Committee, a foundation created by Lakeland Builders Association, helps soldiers and citizens who are in need of remodeling due to extreme physical tragedies. The Raymond Hubbard project is the foundation's first community project.

Raymond Hubbard was severely injured in Iraq on July 4, 2006. Since then, he's had 13 surgeries, and he is going through rehabilitation in Washington, D.C. His "fixer-upper" home is in the Darien/Delavan area, where his wife and two young sons live.

The goal is to make the Hubbard's home safe, energy efficient, and handicap accessible for Raymond's return. Some of the items needed to complete the renovation are:

Vinyl siding, aluminum soffit and fascia materials, and

labor to remove existing siding and install new; 36" steel front entry door and labor to install it; Kitchen cabinets, installation hardware, and the labor to install them;

Leveling of the laundry room floor;

And several things for the bathroom:

A five ft. three-piece tub module, pedestal sink, hardware, toilet materials, and installation;

Vinyl flooring materials and installation;

And electrical work and a light fixture.

If you can help with materials or labor, or if you'd like to make a monetary donation, call Lisa Jamnik, president of the foundation, at (262) 949-1730, or call project coordinator Jean Kruzan of Kruzan Construction at (262) 279-0548.

# GOVERNMENT AFFAIRS COMMITTEE

## 2006 Review

The Government Affairs Committee has worked on updating the Alterations and Remodeling Guideline for pre-1980 one and two family dwellings. We had several meetings with the Southeast Building Inspectors Association who have taken the revisions back to their Association for comment and approval.

Milwaukee/NARI will continue working with the Metropolitan Builders Association and the Wisconsin Builders Association on ATCP 110 - HOME IMPROVEMENT PRACTICE. We are working on making this document relevant to the Remodeling Industry in 2006. This is an ongoing process that will take us well into 2007.

We will also keep an eye on the EPA's Proposed Lead Rules. The EPA will be doing another study to collect data on the affects of Remodeling and Lead exposure. After this study is complete, we hope there will be another comment period. This is an issue that could have a large impact on the remodeling industry nationwide. Stay tuned as this slowly progresses.

We are also looking for your input in 2007. Are there any issues that you would like our committee to consider? We are also looking for interested members to serve on the Government Affairs Committee. If you are interested in being part of our committee or would like to discuss any issues, please feel free to give me a call.

I wish all of you a Safe and Happy Holiday Season!

Respectfully submitted,

**Michael L. Heuser, CR**  
*Government Affairs Chairperson*

## Larry Theroux Fundraiser

The Oak Creek Community Center will host a fundraising benefit on Saturday, January 27 from 5:00 p.m. – 11:00 p.m. for Larry Theroux of LJT Home Improvements. Food and beverages will be sold, with a giant raffle, including airline tickets, home improvement products, and cash giveaways, up for grabs. To purchase tickets or make donations to the raffle, call Deana Geers of U.S. Aluminum at 414-698-8492.

The Membership committee is also pleased to announce that the \$425 raised in raffle ticket sales at the November membership meeting will be donated to the Larry Theroux Benefit Fund. Anyone that would like to make a contribution to the fund can send it to M&I Marshall & Ilsley Bank, 8900 S. Howell Ave., Oak Creek, WI 53154.

We thank you for your consideration.

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## December 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1.	2.
3.	4.	5.	6. 8:00 a.m.: Finance Committee Mtg.  4:00 p.m.: Education/ Certification Committee Mtg.	7. 9:00 a.m.: Govern- ment Affairs Com- mittee Mtg.	8. 5:45 p.m.: Milwaukee/ NARI Holiday Party	9.
10.	11.	12. 11:00 a.m.: Executive Committee Mtg. Noon- Board of Di- rectors Mtg.	13.	14.	15.	16.
17.	18.	19. Noon: Program Com- mittee Mtg.	20. 8:00 a.m.: Foundation Board Mtg. 9:00 a.m.: WRA Com- mittee Mtg. 10:00 a.m.: Marketing Committee Mtg.	21.	22. Office Closed at Noon	23.
24.  31.	25. Office Closed	26. Noon: Ethics Com- mittee Mtg.	27. 8:30 a.m. Fall Show Committee Mtg.  10:00 a.m.: Home Im- provement Show Com- mittee Mtg.	28.	29. Office Closed at Noon	30.

## JANUARY 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1. Office Closed	2.	3. 4:00 p.m.: Education/ Certification Committee Mtg.	4.	5.	6.
7.	8.	9. 11:00 a.m.: Executive Committee Mtg. Noon: Board Com- mittee Mtg.	10. 8:30 a.m.: Member- ship Committee Mtg.	11.	12.	13.
14.	15.	16. 8:30 a.m.: Showcase Seminar 11:30 a.m.: Member- ship Lunch Mtg.	17. 9:00 a.m.: Marketing Committee Mtg.	18.	19. 6:00 p.m.: WRA Dinner and Presentation at Davians	20.
21.	22.	23. 8:00 a.m.: Showcase Committee Mtg.	24.	25.	26.	27.
28.	29.	30. Noon: Ethics Com- mittee Mtg.	31.			

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