

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

newsletter

February 2008

MILWAUKEE/NARI DINNER MEETING TUESDAY, FEBRUARY 19, 2008

THE VENICE CLUB
1905 N. CALHOUN ROAD • BROOKFIELD

The excitement of the Home Improvement Show doesn't end at the closing of the Show. It continues through the following weeks as contractors follow up on the leads that they obtain from the Show.

Another part of the excitement is the annual Show Relaxer. Join us for a wonderful evening of conversation and entertainment, plus we'll recognize the volunteers that are so important to the Home Improvement Show's success.

Our entertainment for the evening is 6' 7" Dennis DeBondt, the "Sears Tower" of Magic. Dennis dazzles audiences and inspires people of all ages with his magic, quick wit, and warm personality.

According to Chicago Magazine, "The deft prestidigitation of Dennis DeBondt—his card tricks, mentalism, and stylish magic shtick—is complemented by a biting sense of humor."



Please join us for an enjoyable evening of camaraderie and entertainment.

COST : Pre-Registration: \$25.00
Walk-ins: \$30.00

MENU: Tossed Mixed Greens (choice of two dressings), Chicken Sarafina (Sautéed Breast Served Over Angel Hair Pasta Topped with Button Mushrooms and Creamy Chicken Sauce), Buttered Broccoli, Freshly Baked Rolls, Beverage, and Apple Cake

MEMBER SHOWCASE: Flanner's Home Entertainment and Floorco are the Member Showcases for the evening. Please be sure to stop by to learn about how these companies can help your business.

RAFFLE: A variety of prizes will be up for raffle, with tickets sold during registration. Buy some tickets and you could be a winner.

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 evening 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!!

Registration Deadline: Friday, February 15

presidents LETTER

The several inches of snow we experienced in December, followed by the January thaw and then single digit temperatures makes a contractor realize how volatile our weather is and how it affects our businesses. Ice damming, flooding, and other work provided by Old Man Winter has companies like ours staying on our toes to be flexible with the opportunities Wisconsin weather brings. With spring not too far off, how are you preparing for the busy remodeling season?

The 46th Annual Milwaukee/NARI Spring Home Improvement Show is a great opportunity for you to display your products and services to area consumers. If you made the right decision to be in the Show, please be sure you follow up on your leads and not make any promises you know you cannot keep. Consumers these days are getting a great deal of remodeling information on the Web and from their favorite remodeling show programs, so they are becoming better educated on remodeling their home before they enter the Show. I find that the more I listen to consumers at my booth, the better I am able to meet their needs and improve my chances at getting the project.

The 9th Annual Spring Home Improvement Showcase - A Tour of Remodeled Homes is another great way to advertise and showcase a project you've completed in the area. The Showcase Committee spends a great deal of time and resources promoting the tour and preparing the Remodeling Guide, a high quality publication that is distributed throughout the year. Individuals attending the tour tend to be highly motivated prospects that want to see first hand what type of remodeling products and services are available from our members.

Advertising and promoting your products and services to the consumers are a necessary process, but so is networking with other members and contractors. The monthly membership meetings that are conducted by Milwaukee/NARI are ideal opportunities to discuss the "business of the business" and to meet those chapter members that can help you make your company run smoothly. Whether it's a conversation with an insurance agent, attorney, financial advisor, or a single-line contractor, you will find it time well spent to help your business by working with another chapter member. Having the business cards, or for that matter, a copy of the Milwaukee/NARI membership directory in my truck, is an important tool for my business.

Become involved with Milwaukee/NARI and it's members to help grow your business. Whether it's the shows, the tour, the monthly meetings, or adding another member's phone number to your contact list, you have opportunities made available to you to be successful.

Best regards,

Scott Cline
President

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Milwaukee/NARI Home Improvement Council, Inc.

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member SPOTLIGHT: Hallmark Building Supplies

Founded in 1974, Hallmark Building Supplies, Inc. is an integrated system of marketing, sales, and distribution of branded building materials to residential and commercial markets through two divisions – Hallmark Surfaces Division, premium surfacing products, and Hallmark Construction Products Division, products used in the building envelope. Major product lines include: DuPont™ Corian®, DuPont™ Zodiaq®, DuPont™ Tyvek®, DuPont™ Simplicity®, Vivendi Nuvo™ concrete surfaces, Wellcraft™ Egress Window Wells, Lumonall, Nichiha fiber cement products, Quiet Solution soundproofing products, Soterra™ Natural Stone System, and Granite Certified by DuPont™.

In her position as retail segment manager, Lissa Chier works closely with the kitchen and bath retailers and the remodeling contractors. “I am able to provide appropriate products for their specific projects,” she said. “Hallmark prides itself on providing information on our products and services that our clients can then share with their customers, this benefits everyone involved. We try to provide the best match of our products and services to the needs of our partners and customers.

“We employ ‘Quality as a Business Strategy,’” she continues. “Our CEO, Joe Balthazor, or any Hallmark representative would be willing to share more information with those wanting to learn

more. We also believe our channel partners/customers are valuable sources in helping us learn how we can grow, improve our quality, service and programs.”

When it comes to homeowners doing projects on their own, Lissa recommends that they become educated as much as possible about what they are about to undertake and to use a contractor that they feel comfortable with, and know is responsible. “Seek out referrals on who to work with. I would also recommend they purchase from a reputable company that has professional affiliations, such as NARI, NKBA, or MBA membership,” she said.

Hallmark Building Supplies has been a NARI member since 1997. Lissa noted that a benefit of membership is being able to connect with other trade members. “We enjoy the opportunity to learn about the industry from its experts,” she said.

NARI membership is also an opportunity for Remodelers to strengthen their position as qualified, knowledgeable contractors. “We have a responsibility to foster the long-term health and viability of our industry through support of our suppliers and trade associations. We do this through providing knowledge and information to our partners in the industry and by actively participating in NARI meetings and committees,” Lissa said. “It is Hallmark’s role to provide knowledge and information on our products as well as the product category for our trade partners.”



FOUNDATION



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The Home Depot Foundation is proud to be a sponsor of the **46th Annual Milwaukee/NARI Home Improvement Show**. Visit www.homedepotfoundation.org to learn more about how The Home Depot Foundation is committed to improving local communities by supporting the development of affordable, healthy homes for working families.

membership COMMITTEE

I am looking forward to the “Greatest Show” in Wisconsin on February 7-10, 2008. The 46th Annual Milwaukee/NARI Home Improvement Show will be held at the Wisconsin Exposition Center located at State Fair Park. This is an opportunity for consumers to gather ideas for their home improvement projects and also find a contractor to fulfill their home improvement or remodeling project dreams.

This Show is also a wonderful opportunity for the Membership Committee to work at the Show Information Booth. Many non-member contractors visit the Show and stop by the Information Booth to inquire about the benefits of a Milwaukee/NARI membership. Milwaukee/NARI always ends up with 25+ prospects.

We then contact these interested contractors and invite them to a “Milwaukee/NARI Orientation – Open House” at the Milwaukee/NARI office. This event always produces 15 – 20 new member applications.

It is fun to work at the Milwaukee/NARI Information Booth, which allows you the opportunity to meet many people and provide answers to questions about the Show’s exhibitors, along with questions about Milwaukee/NARI membership. We are hoping for your help by volunteering to staff the Membership area of the Information Booth. If you can donate a couple of hours of time, please contact me and I will send you complimentary tickets and assign you to a time slot that would be mutually agreeable. Thank you for volunteering.

The Board of Directors met on Tuesday, January 8, 2008, to review and approve the following membership applications. They are as follows:

Artisan Finishing Repairs, LLC – Repairs-Shower/Bathtub
7620 W. Clarke Street - Wauwatosa, WI 53213
Frank Pleli, 414-443-1393

Carpetland USA – Floor Coverings
1451 S. 108th Street – West Allis, WI 53214
Jesse Neibauer, 414-453-7070

Creations In Wood & Tile – Flooring – Custom
1259 Crown Court – Mukwonago, WI 53149
David Mann, 262-363-0902

G-G Installations, Inc. – Flooring
1896 108th Street – Franksville, WI 53126
Gary Goessl, 262-835-1779

Garrett Construction, LLC – Concrete – Colored/
Patterned/Stamped, Kitchen Remodeling
W1256 Beulah Lane Road – East Troy, WI 53120
Todd Garrett, 262-642-9608

JP Kitchen Design Studio – Kitchen Remodeling
1288 Summit Ave., Suite 110 – Oconomowoc, WI 53066
Jess Petrusich, 262-560-1200

Jacob & Sons Backyard Builders, LLC – Decks & Related
Outdoor Structures
W297 N9588 Hartley Road – Hartland, WI 53029
Jacob Knox, 414-793-5253

Lake Country Sales & Remodeling, Inc. – Remodeling,
General
641 Industrial Court – Hartland, WI 53029
Ben Peterson, 262-623-0990

Lakeland Building Supply, Inc. – Suppliers
P.O. Box 450, 1600 Delany Road – Gurnee, IL 60031
Peter Eckland, 847-336-2664

Michael David Cabinetry & Design, LLC – Cabinets
527 N. 9th Avenue – West Bend, WI 53090
Mike Wolf, 262-334-5358

Patrick Windows, LLC – Window & Door Replacement
P.O. Box 69 – Somers, WI 53171
Steve Distad, 262-859-0392

Pro Shine Stone Restoration, LLC – Granite, Stone Products
& Services
W876 Primrose – Genoa City, WI 53128
Gary Wood, 866-352-2751

Seal US Wisconsin – Decks & Related Outdoor Structures
7528 Pershing Blvd., Ste. #B211 – Kenosha, WI 53142
Philip Zangara, 866-926-4891

Time Warner Cable – Telecommunications
1320 N. Dr. Martin Luther King Jr. Drive – Milwaukee, WI
53212
Ted Cirra, 414-908-4779

Congratulations and welcome aboard. As a member of Milwaukee/NARI your investment will pay off if you get involved. The Membership Committee hopes to see you soon at one of the many activities or programs Milwaukee/NARI offers.

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

A-A Exteriors.Com, Inc.
Edward Hines Lumber Co.
Klem Construction, LLC
One Man and a Hammer
Windsor One

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

Association Approached for Community Assistance

A Milwaukee mother of a five-year-old daughter who has a rare brain disorder called Rett Syndrome has approached Milwaukee/NARI. The mother wishes to turn her daughter's bedroom into a multisensory room, an area that would stimulate the girl's sense of touch, sight, and sound, and she has received a \$3,000 grant to accomplish this goal.

Some of the items that are needed include...

- Color Cubes
- Fiber Optic Lighting
- Lava Lamps
- Tactile Walls
- Bean Bag Chairs
- Sound Machines
- Wall Water Fountains

In addition to the materials, there is a need for labor, including room design, electrical, and flooring.

If you are interested in providing assistance in this matter, please contact David Feldner, Milwaukee/NARI Executive Director, at 414-771-4071 or info@milwaukeevari.com.

Thank you for your consideration.

EDUCATION/CERTIFICATION COMMITTEE

What is NARI Certification?

The subject of NARI Certification often comes up in conversation with both new and established Milwaukee/NARI members, and it is particularly confusing to our newer members. Here is a very brief description.

NARI Certification is bestowed on those individuals who have met the requirements and testing in a particular field of the remodeling industry. First of all, only full time professional remodeling contractors or employees are eligible for Certification. The Certification is recognized at the national level and is awarded to the individual person. Before candidates receive Certification, they must pass a written exam and adhere to the NARI Standards of Practice and Code of Ethics.

NARI National's Education Director and the National Certification committee, which is composed of NARI Certified Professionals from all across the country, carefully prepare all study material.

NARI Certification programs recognize the skills and achievement of six distinct groups of remodeling professionals:

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

More information and applications are available at www.nari.org - Click on Certify.

How is NARI Certification useful to you?

With a little imagination and some simple public relations, you would immediately become one of the very elite in the remodeling industry. Approximately 800,000 people across the nation are employed in our profession, however, just a little over 1,500 are NARI Certified. This means the marketing potential is endless.

Creditability is the #1 concern of homeowners when selecting a remodeling contractor. A homeowner who hires a home improvement contractor with NARI Certification is hiring a creditable individual who has made a strong commitment to not only his or her own professionalism, but to the remodeling industry and their business. Your qualifications will precede your arrival. You are immediately set apart in the market from your competition.

It's no wonder homeowners feel more comfortable relying on remodeling contractors who have earned NARI Certifications. Did you notice that the most successful Remodelers in the Milwaukee/NARI Chapter are NARI Certified? That's not just a coincidence.

Dean Herriges, CR,CKBR

Director, Milwaukee/NARI

Secretary, National Association of the Remodeling Industry

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MILWAUKEE CHAPTER

MBA
MILWAUKEE BUILDERS ASSOCIATION

West Area Builders Association

RACINE
KENOSHA
BUILDERS ASSOCIATION

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Thursday, February 7 – Sunday, February 10: 46th Annual Milwaukee/NARI Home Improvement Show: Wisconsin Exposition Center at State Fair Park

Tuesday, February 19: Milwaukee/NARI Monthly Membership Meeting: 6:00 p.m. Dinner: The Venice Club

Tuesday, March 18: Milwaukee/NARI Monthly Membership Meeting: 11:30 a.m. Lunch: Klemmers

Tuesday, April 15: Milwaukee/NARI Monthly Membership Meeting: 7:45 a.m. Breakfast

Friday, April 25: 3rd Annual Milwaukee/NARI Foundation Rummage Sale: Milwaukee/NARI Office

Saturday, May 3 – Sunday, May 4: 9th Annual Spring Home Improvement Showcase – A Tour of Remodeled Homes

Tuesday, May 20: Milwaukee/NARI Monthly Membership Meeting: 11:30 a.m. Lunch

Wednesday, July 16: Milwaukee/NARI Foundation Golf Outing at Ironwood Golf Course in Sussex.

Tuesday, September 16: Milwaukee/NARI Monthly Membership Meeting – 7:30 a.m. Breakfast: Location TBA

Friday, September 26 – Sunday, September 28: 18th Annual Fall Home & Remodeling Show at the Wisconsin Exposition Center at State Fair Park

Tuesday, October 21: Milwaukee/NARI Monthly Membership Meeting – 11:30 a.m. Lunch: Location TBA

Tuesday, November 18: Milwaukee/NARI Monthly Membership Meeting and Election Night – 6:00 p.m. Dinner: The Wisconsin Club

Question: I have a client who would like something done to stop cold air from spilling out of the fireplace onto the hearth when it is not in use. The damper is closed and appears to be sealing all right. Would a damper mounted at the chimney top stop this cold airflow?

Answer: Most of the time when this happens, it is on an exterior wall fireplace. If the fireplace is masonry construction and the interior of the system is free of cracks or voids, a top sealing damper in most instances will greatly improve, if not eliminate, the problem.

If this is a prefabricated fireplace, it's not quite that simple. A top-sealing damper should not be installed on a prefab without the manufacturer's written consent, as it was not tested or listed with a top-sealing damper. Aside from that, a top-sealing damper will not address the root problem of the cold air coming into the home from around the interior of the chimney chase through the firebox and flue.

There is a specific procedure to follow to address this problem known as "cold hearth syndrome" due to the nature of a prefab's chase construction. Briefly what needs to happen is make the exterior chimney chase part of the heated house envelope. This is done by carefully insulating the interior of the chase and supplying passive heat to the chase interior from the room. Relocating the fireplace to an interior wall closer to the center of the house is another option, but not very practical in most instances unless the whole room is being remodeled.

Whenever possible, an interior fireplace terminating out of the peak of the roofline will be less problematic. Prefabricated fireplaces on exterior walls need extra attention to help reduce problems like "cold hearth syndrome."



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SPECIAL ATTRACTIONS ABOUND AT 2008 HOME IMPROVEMENT SHOW

46TH ANNUAL

MILWAUKEE NARI HOME IMPROVEMENT SHOW

An outdoor living area, the Sherwin Williams Interactive Painting Area, the Schlossmann's Dodge City Vehicle Display, and an interior design contest between local colleges are some of the attractions at the 46th annual Milwaukee/NARI Home Improvement Show at the Wisconsin Exposition Center at

State Fair Park in West Allis, Thurs., Feb. 7, through Sun., Feb. 10.

An expansive outdoor living area will once again be a central component of the Show and feature the following Milwaukee/NARI members displaying...

- Aquatica LLC – Water Feature
- Boyden Construction – Construction
- Milt Charno & Associates, Inc. – Decking, Tori Gate, and Wall Gate
- Durham Hill Nursery, Inc. – Project Management
- Ground Affects Landscaping, Inc. – Torpedo Sand
- American TV / Kennedy Hahn – Outdoor Cooking Area and Cooking Stage Appliances
- MJS Landscaping Services, LLC – Major Garden Area and Additional Plant Material
- Nationwide Floor & Window Coverings – Cooking Demonstration Area Flooring
- Stone Oak Landscapes, Inc. – Water Feature
- Unilock – Block Walls and Paving
- Wolff's Landscaping Services, Inc. – Bark Mulch
- Woodrite Carpentry – Gazebo

The Sherwin Williams Interactive Painting Area will have representatives of Sherwin Williams demonstrating a variety of green certified paints, including Pro Green 200, Duration Home, and Harmony Paints. Consumers will also be able to try the paints during the demonstrations, which will be held daily at noon, 2:00 p.m., and 4:00 p.m., with a presentation at 6:30 p.m. on Thursday through Saturday.

Energy efficiency is a key step in living more green, so Focus on Energy will offer Show attendees the latest information on "Green Remodeling" with a display that explains the Home Performance with ENERGY STAR Program, Renewable Energy Program, and energy efficiency ideas. Focus on Energy works with residents across Wisconsin to install cost-effective, energy-efficient, and renewable energy products. The display will include a blower door, small model house with best practices, a solar electric panel, and light bar displaying different CFL bulbs

with watt meter. Home Performance with ENERGY STAR is a network of expert, residential building professionals partnering to assist homeowners in creating more comfortable, safe, durable, and energy efficient living environments.

A variety of new products will be featured in the American Standard "Ingenuity Tour," a mobile showroom, including the Champion® 4 and FloWise Flushing Systems, Cadet® 3 Toilet, Handcrafted Bathroom Furniture, Tudor and Rattan Under-counter Sinks, the Selectronic™ Flush Valve, Evolution™ and Lifetime™ Whirlpools, Faucets with Speed Connect™, the Reliant® 3, One™, and Tropic™ Faucet Collections, and Dazzle™ Bathroom Accessories.

Attendees will have an opportunity to serve as judges of an interior design contest, which will pit students from the Milwaukee Area Technical College downtown campus and Waukesha County Technical College creating a home office display. Each participating school will decorate a 12' x 12' space, receiving \$250 to complete the display. Milwaukee/NARI member Pikel Construction & Remodeling will provide and construct the dry-wall for the room displays. The participating schools will each receive \$1,000 for the school's interior design program.

Providing attendees with a central location to learn about the various components of the country's largest home improvement council, the NARI Information Center will have members from different areas of the association, including membership and the Milwaukee/NARI Foundation, the association's charitable arm. At least one of the association's Certified Professionals will be in the Information Center at all times to answer consumer inquiries relating to home improvement and remodeling.

The latest 2008 Dodge cars and trucks will be shown inside the expo center in Schlossmann's Dodge City Vehicle Display, including the all new Dodge Journey, Dodge Sprinter, Dodge Chassis Lab Truck, Dodge Charger, Dodge Grand Caravan, Dodge Caliber, and Chrysler 300.

In addition, the Show will feature a display of motorcycles from the House of Harley, which will also include Harley Davidson apparel, gear, and furniture.

Free childcare, sponsored by The Home Depot, is available for children 3-12, with toys, games, and licensed day care providers available to entertain children while parents browse the Show. In addition, children will have an opportunity to participate in a coloring contest, also sponsored by The Home Depot, with winners in three age groups each receiving a \$50.00 U.S. savings bond. The age groups for the contest are 3 – 5 years old, 6 – 9 years old, and 10 – 12 years old.

An interpreter for the deaf and hearing impaired will be available Thurs., Feb. 7, from 1:00 p.m. – 8:00 p.m., and on call for the rest of the Show for individuals requiring assistance for seminar presentations.

NATIONAL CELEBRITIES & LOCAL EXPERTS ON FOOD, HOME & GARDENING TO PRESENT AT SHOW

Experts from HGTV's "Design on a Dime" and PBS's "The Victory Garden," Pastry Chef Keegan Gerhard, The Royal Chef Darren McGrady, and Chef Kris Winkelman of Fox Sports Net and WGN headline the 46th annual Milwaukee/NARI Home Improvement Show.



Kelly Edwards, recently called "The MacGyver of Design" by a national radio host, is the Design Coordinator of HGTV's "Design on a Dime" in Chicago. On the show, Edwards comes up with creative solutions to design dilemmas, staying within a \$1,000 budget.

Originally from a town just outside of Chicago, she received her bachelors degree in business and began working in Corporate America before realizing she needed to be somewhere she could use her creativity. She moved to Los Angeles and, after several jobs in television, she took a job working behind the scenes on one of the L.A. "Design on a Dime" teams. It was on this show that Edwards learned the fundamentals of giving homeowners a comfortable space that they can call their own.

"It was so much fun being able to incorporate high-end design principals with a budget – it gave me the opportunity to think outside the box," Edwards said. After three years as a design assistant in L.A., she returned home for the new Chicago version of "Design on a Dime." Her goal is to show viewers that with a little ingenuity, they can transform everyday purchases into amazing designs.



Michael Weishan has entertained audiences with his illustrated gardening talks for over a decade. From 2001-07, he was the host of America's oldest and most popular gardening TV show, PBS's "The Victory Garden," where he shared his design tips, expert advice, and trademark sense of humor with gardeners of all levels. He appeared frequently on various other national programs as well, including spots on the "CBS Early Show" and NBC's "Today Show."

Weishan was born in Milwaukee, where he first began gardening at the age of 5. He founded his own design/build firm, Michael Weishan & Associates, in 1986 – a practice he still actively heads. He has also shared his 35 years of horticultural expertise through writing – first in his own quarterly newsletter and then for *Old House Journal*. From there, he went on to publish his first book, *The New Traditional Garden* in 1999. A contributor to numerous national magazines and periodicals over the last decade, Weishan is the former Gardening Editor of both *Country Living* and *New Old House* magazines. He has authored two other books: *From a Victorian Garden* (2004) and *The Victory Garden Companion* (2006).

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Darren McGrady, known as "The Royal Chef," was the personal chef to Princess Diana for four years until her tragic accident, and was previously a senior chef in the Royal kitchens at Buckingham Palace for 11 years, traveling around the world with the Queen and the royal family. McGrady has cooked for four U.S. Presidents as well as more than 100 kings, queens, and heads of state. Prior to his royal service, he trained at the Savoy hotel in London and obtained a bachelors degree in culinary arts.

In 1998, after declining an offer to be Private Chef to Prince Charles, McGrady moved to the United States and is now employed as a private chef in Dallas. He has appeared as a guest on CNN's "Larry King Live," cooked on the "CBS Early Show" in New York, covered the Royal Wedding on CNN, appeared on "Good Morning Texas," CBS 11, WFAA News, and the BBC and SKY television and radio in England and across Europe. He also teaches cooking classes, and his first cookbook, *Eating Royally*, was released in August, 2007.



Keegan Gerhard, named one of the nation's top 10 pastry chefs of 2002 and 2004 by both *Chocolatier* and *Pastry Art & Design* magazines, is the Corporate Pastry Chef for Las Vegas Gourmet Imports. Gerhard ran the kitchen of a French bistro in San Diego before working as the assistant to the celebrated

Master pastry chef, Jacquy Pfeiffer, the Alsace-born owner and founder of the French Pastry School in Chicago. He went on to be the pastry chef for Charlie Trotters Restaurant, the Waldorf Astoria and the Ritz-Carlton Hotel Company. He was also the Corporate Pastry Chef for Dean and DeLuca, and Executive Pastry Chef of Four Seasons Chicago.

In the 2001 Pastry World Cup, he served as technical advisor to Team USA, which brought home the gold medal. In addition to being featured in many publications, Gerhard has been on the Discovery Channel's "Great Chefs of America" numerous times, as well as The Travel Channel and CNN. When he's not busy preparing delicacies in the pastry shop, Gerhard spends time organizing and serving as master of ceremonies for "The National Pastry Team Championships," "The World Pastry Team Championships," and the "Food Challenge Series" televised on The Food Network.



Kris Winkelman, wife of well-known fisherman and hunter Babe Winkelman, hosts the "Kris' Kitchen" segment on the nationally syndicated outdoor shows "Good Fishing" and "Outdoor Secrets," televised on Fox Sports Net, WGN-TV, The Outdoor Life Network,

The Men's Channel, The Great American Country, and The Sportsman's Channel.

Like most people, she only had a handful of standard recipes for game, fish, and venison. "But when your husband spends half his year on the road hunting and fishing," she said, "it doesn't take long to become bored with the basic recipes." Her search for new and intriguing ways to prepare a wide variety of fish and game led to her segment and *Babe & Kris Winkelman's Ultimate Game and Fish Cookbook*.

Kris also writes a newspaper column on wild-game cookery. Her goal has been to develop tasty, easy-to-prepare meals using readily available ingredients. "This isn't about gourmet cooking," she said. "It's about gourmet meals that anyone can make."



DeAnna Radaj is a nationally recognized speaker on a variety of interior design topics ranging from healthy home design, color therapy/theory, designing for companion animals, and healthy nursery and children's rooms, to her successful series of business workshops from the *Designing the Business of Your Dreams*

series. Radaj directs various seminars and workshops at Alverno College and other centers and businesses through her company Bante Design LLC.

"Designing spaces that are not only beautiful and comfortable, but also bring out the client's personality," is her design philosophy. She has a bachelors degree in marketing from Marquette University and an interior design degree from MATC. She has been featured in *M Magazine*, *MKE*, the *Milwaukee Journal Sentinel*, and *Milwaukee Home Magazine*, and she is the author of *Designing the Life of Your Dreams from the Outside In* and *Feng Shui for Teens*.

Her topic at the Milwaukee/NARI Home Improvement Show is "Top 10 Tips for Everyone and Every Space." Her tips incorporate feng shui and healthy home design advice in an easy-to-apply way that anyone can use in their home or office.

Brent Perszyk, Executive Chef of Mr. B's – A Bartolotta Steakhouse, was born and raised in Milwaukee. He graduated from the Culinary Institute of America in Hyde Park, N.Y., in 1993. After an apprenticeship at the Marriot Marquis in Times Square and more than two years in Manhattan, he returned home to be the sous chef at the Riverlane Inn under Chef Carla Fischer.

In 1995, Perszyk was offered the position of chef de cuisine at Christie's in Appleton. From there, he became the executive chef of the Adam's Mark-Riverview Plaza Hotel in Mobile, Ala., overseeing five foodservice outlets including the Riverview Grill Restaurant. While there, Perszyk was regularly featured on the local NBC morning show segment "The Day-break Diner."

In 1998, he returned to Wisconsin to collaborate with Chef Paul Bartolotta as executive chef of Nonna Bartolotta's. Here he received a 3.5 star review from *Milwaukee Journal Sentinel* food critic Dennis Getto. Perszyk earned the same rating after opening Mr. B's in 1999. In addition to being the executive chef, he

became general manager of Mr. B's in 2000.



Tom Feiza, Milwaukee's "Mr. Fix-It," will give a seminar titled, "Just Fix It – The Absolute Best Repair Products." He'll solve the most common fix-it problems using state-of-the-art tools and techniques to help attendees achieve some surprising results. In addition to hot repair tips they can use instantly, attendees will receive a useful handout and free products.

Feiza helps listeners of his call-in radio show with their home repair questions every Saturday from 7-9 a.m., on AM 620 WTMJ. With over 45,000 listeners each hour, it's the top-rated Saturday radio show in Milwaukee.

A regular on television talk and news shows, Feiza also reaches more than 500,000 homes with his weekly question and answer column in over 80 newspapers. He has written feature stories, hosted weekly television shows focusing on home improvements and repairs, and has been featured in a nationally distributed "how-to" tape series. Feiza consults in the area of home remodeling and construction, and he performs home inspections.

Gus Gnorski, considered Milwaukee's best-known handyman, began his broadcast career in 1966 on WTMJ-AM 620. The Milwaukee area first saw FOX 6's "Ask Gus," his weekly television show, in 1992. More than 700 original episodes have aired, and Gnorski remains a regular on "FOX 6 Wake-Up News." He will answer any questions related to home improvement and repairs, offering attendees his experience of almost three decades and teaching them when to do it themselves and when to turn to the professionals for help.



Melinda Myers, best known for her user-friendly and practical approach to gardening, has more than 25 years of horticulture experience in both hands-on and instructional settings. She will discuss "Affordable Landscape Makeovers," helping homeowners discover affordable ways to add a fresh look and new life to their existing landscape. She will feature plants that add color, texture, and form to landscape plantings year round, and share ideas on furnishings and structures that add interest and comfort to decks, patios, and outdoor living spaces.

Myers has a masters degree in horticulture, is a certified arborist, started the Master Gardener program in Milwaukee, and was a horticulture instructor at Milwaukee Area Technical College. She has authored several garden books, including *Birds and Blooms Ultimate Garden Guide* and Jackson and Perkins' *Beautiful Roses Made Easy: Midwestern Edition*.

She hosts "Great Lakes Gardener" seen on PBS stations throughout the United States and appears regularly as a guest expert on various national and local television and radio shows. Myers also writes the twice monthly "Gardeners' Questions" column for the *Milwaukee Journal Sentinel* and is a contributing editor and columnist for *Birds and Blooms* and *Backyard Living* magazines.

Continued on page 10

The complete seminar schedule for both stages, which is subject to change, is as follows:

Ver Halen – The Pella Window Store Seminar/ Demonstration Stage

Thursday, February 7

1:00 p.m.: Tom Feiza – Mr. Fix-It – sponsored by J & B Construction

3:00 p.m.: “Green Building” Panel Discussion, Mark Brick, CR, of B & E General Contractors, Kevin Hogan of Focus on Energy, Andy Pace of Safe Building Solutions, and Tony Rink, CR, of Renovators Ltd.

6:30 p.m.: DeAnna Radaj – “Top 10 Design Tips for Everyone and Every Space,” presented by Earth Care Window Treatment & Design

Friday, February 8

Noon: Melinda Myers

2:00 p.m.: Kelly Edwards – HGTV’s “Design on a Dime”

4:30 p.m.: Tom Feiza – Mr. Fix-It – sponsored by J & B Construction

6:30 p.m.: Kelly Edwards – HGTV’s “Design on a Dime”

Saturday, February 9

11:00 a.m.: Kelly Edwards – HGTV’s “Design on a Dime”

1:00 p.m.: Michael Weishan – PBS’s “The Victory Garden”

3:30 p.m.: Kelly Edwards – HGTV’s “Design on a Dime”

5:30 p.m.: Michael Weishan – PBS’s “The Victory Garden”

Sunday, February 10

11:00 a.m.: Michael Weishan – PBS’s “The Victory Garden”

12:30 p.m.: Gus Gnorski – FOX6

2:00 p.m.: Michael Weishan – PBS’s “The Victory Garden”

American TV/Kennedy Hahn Cooking Demonstration Stage

Thursday, February 7

2:00 p.m.: Chef Keegan Gerhard of Las Vegas Gourmet Imports and The Food Network

4:00 p.m.: Chef Brent Perszyk – Mr. B’s Steakhouse in Brookfield

7:00 p.m.: Chef Keegan Gerhard of Las Vegas Gourmet Imports and The Food Network

Friday, February 8

1:00 p.m.: Chef Keegan Gerhard of Las Vegas Gourmet Imports and The Food Network

3:00 p.m.: Chef Keegan Gerhard of Las Vegas Gourmet Imports and The Food Network

5:00 p.m.: Chef Victor Zamora of the University of Wisconsin – Milwaukee

7:00 p.m.: Howard Lutz – West Allis Cheese & Sausage Shoppe

Saturday, February 9

Noon: Chef Darren McGrady – The Royal Chef

2:00 p.m.: Chef Kris Winkelman – “Kris’ Kitchen” on WGN and Fox Sports Net

4:30 p.m.: Chef Darren McGrady – The Royal Chef

6:30 p.m.: Chef Kris Winkelman – “Kris’ Kitchen” on WGN and Fox Sports Net

Sunday, February 10

Noon: Chef Kris Winkelman – “Kris’ Kitchen” on WGN and Fox Sports Net

1:30 p.m.: Chef De Cuisine Darin Wisiniewski of Kil@wat – Intercontinental Milwaukee Hotel

3:00 p.m.: Chef Kris Winkelman – “Kris’ Kitchen” on WGN and Fox Sports Net

4:30 p.m.: Milwaukee/NARI Foundation Prize Raffle Drawing

MEMBER COMPANIES PROVIDE SUPPORT TO HOME IMPROVEMENT SHOW

In addition to the services provided by the Milwaukee/NARI Home Improvement Council, Inc., and the Milwaukee Journal Sentinel, co-sponsors of the 46th annual Milwaukee/NARI Home Improvement Show, other member organizations play prominent roles in the event.

Assisting Milwaukee/NARI in production of the Show are the following companies:

- Callen Construction: Senior Day (Thurs., Feb. 7)
- Earth Care Window Treatment & Design: DeAnna Radaj presentation
- 1st Choice Heating & Cooling and Lennox Industries: Show Information Brochure
- Focus on Energy: Special Attraction – “Green” Remodeling Display
- The Home Depot: Seminar Speaker – Kelly Edwards and the Childcare Area/Coloring Contest
- House of Harley: Special Attraction – Motorcycle Display

- J & B Construction, Inc.: Tom Feiza, Mr. Fix It, presentations
- American TV / Kennedy Hahn: Cooking Demonstration Stage
- Pekel Construction & Remodeling: Provision/Construction of Drywall for Interior Design Contest
- Schlossmann’s Dodge City: Vehicle Display
- Ver Halen – The Pella Window Store: Seminar & Demonstration Stage
- Wooden Thumb: Show Bag

“We greatly appreciate the assistance these companies have extended to the Home Improvement Show and the association,” said David Pekel, Milwaukee/NARI Home Improvement Show chairperson. “Because of this support, those seeking to complete a home improvement or remodeling project are provided with a well-rounded Show, one that offers a variety of ideas and tips on how to maximize the investment in their home.”

Media Clippings & Web Site Results

The press clipping results for November 2007 were:

Advertising Value: \$29,260.52

Public Relations Value: \$87,781.56

Regarding the association Web site, results for December 2007 are as follows:

Number of visits: 5,308

Hits: 2,080,518

Giving Away Free Information and Products

Good marketing is about giving as well as receiving.

In some ways, the 'giving' philosophy of the Internet mirrors what is excellent in a good marketing strategy. Many business people new to the Internet find it difficult to come to terms with the mindset of co-operation replacing competition. Sure, there's a lot of competition out here, but the people who are attracting the most attention on the Internet are those who are giving - free information, free graphics, free screensavers, free software.

A classic example is one of the most popular search engines on the Web, Yahoo, which has always been completely free to Web surfers, and is an excellent way of finding information. For a while, Jerry Yang and his team at Yahoo received very little direct income from the site, but such is the daily traffic on Yahoo that it is now able to sell advertising space with very little difficulty, as well as charging businesses to get their sites reviewed. I don't know the figures, but I guess that Yahoo is pretty profitable as a result of its advertising and reviewing revenue. And it all started off by giving - giving a free, high quality service.

OK, at the end of the day, no business is going to survive by giving away its products and services. But the very act of giving should make us focus away from what we want and concentrate on what the customer wants. Let's face it... they are not interested in us. They couldn't care less if we just disappeared - unless they would miss us because of what we can 'give' them. And maybe we should not just be giving them what they expect.

Giving something for nothing also enables prospective customers to sample what you are offering before they buy. This can be used for products (cheese samples in the supermarket, shareware, samples of welding joints) or, especially services, where people can't really experience it until they've bought it. Service "samples" could be free reports, a free initial discussion, and a free diagnosis service. You are only limited by your imagination...and by your attitude towards the giving.

If you are offering something for free, then give it willingly, even though you are hoping that it will lead on to something financially rewarding for you or your organization. Don't give with the attitude, "Well that's a bit much! I give him something for free, and he just walks away without saying thank you." If you have this attitude then, believe me, it will be transmitted to your prospective customers even if you think that you've concealed your emotions. And the whole benefit of 'giving' will have been dissipated.

Source: www.marketing-magic.biz/archives/archive-marketing/giving-free-information-and-products.htm

Employee of the Year Nominations Sought

Nomination forms for the Ninth Annual Milwaukee/NARI "Employee of the Year" awards have recently been sent out. We encourage you to take this opportunity to recognize your employee(s) that exhibit the talent, dedication, enthusiasm, and teamwork to make your company successful. Take this occasion to share with others how these individuals positively impact your business and life.

Submissions are due to the Milwaukee/NARI office by Tuesday, March 4. Awards will be presented to three employees on Tuesday, March 18, at the association's monthly membership meeting. Nominations can be sent to the office via fax at 414-771-4077.

Milwaukee/NARI Seeks Mascot Ideas

Over the last several months, the Milwaukee/NARI Marketing Committee has been discussing the establishment of an official mascot for our chapter. In addition to the marketing benefits of having a mascot, we would like to have a "symbol" for the public to be comfortable in eventually contracting with one of our members.

You, along with local design students and the general public, are invited to submit a design. As a reward for the selected mascot design, we are offering a \$500 cash prize to the winner.

The following is a brief bio on the mascot:

I'm the Milwaukee/NARI mascot, an animal or an object, and I know all there is to know about remodeling a home. You can trust me, because I'm a Certified Professional and member of Milwaukee/NARI. I am friend to you and your family as you go through a home remodeling project. On me is the Milwaukee/NARI logo to show that I only represent contractors who abide by high ethical standards. I carry with me a Milwaukee/NARI membership directory to help you find a quality contractor to help fulfill your dreams of a home remodel.

Submissions must include the entrants name and contact information, with the design submitted electronically to info@milwaukeeenari.com. Entries are due by 4:00 pm on Friday, February 29, 2008. The winner will be notified once the selection is made.

Put your thinking caps on and good luck!

Milwaukee/NARI Presents Annual Awards



Local Achievement Awards and the Wisconsin Remodeler of the Year Awards were presented Friday, January 18, at the Milwaukee/NARI Home Improvement Council, Inc. Awards Night held at The Wisconsin Club in Milwaukee, Wis.

Local Achievement Awards are presented to association members in recognition of their achievements and commitment to the organization. Several of the awards are presented in honor of former Milwaukee/NARI members who had significant achievements within the industry and community. The winners of the 2007 Milwaukee/NARI Local Achievement Awards were as follows:

Gordy Ziglinski “Spirit of Education” Award: Tony Rink, CR, Renovators Ltd.
Marvin Johnson Meritorious Service Award: Mary Kay Siemann, Rundle-Spence Mfg. Co.
Mary Fox-Hagner Lifetime Achievement Award: Milt Charno, CRS, Milt Charno & Associates
Government Affairs Award: Ken Skowronski, CR, KS Remodelers, Inc.
Professionalism Award: Kevin Anundson, CR, CKBR, The OAR Group
Certified Remodeler “Superstar” Award: Louis Weiher, CR, Carmel Builders, Inc.
Certified Lead Carpenter “Superstar” Award: Phil Krueger, CLC, Carl Krueger Construction, Inc.
Certified Kitchen and Bath “Superstar” Award: Christian St. Antoine, CKBR, Wooden Thumb, Inc.
Certified Professional of the Year: John Nehmey, CR, Nehmey Construction, Inc.
Peter H. Johnson Image Award: Mark Brick, CR, B & E General Contractors, Inc.
Affiliate Organization of the Year: Schlossmann’s Dodge City
Distributor of the Year: Bliffert Lumber & Fuel Co.
Media Outlet of the Year: Conley Media

The awards program also featured the presentation of the 2007 Wisconsin Remodeler of the Year Awards to Milwaukee/NARI members in the following categories:

Remodeling Categories

Residential Kitchen \$15,000 - \$30,000: AB&K Bath & Kitchen, Inc.: Silver Award; and The OAR Group: Silver Award
Residential Kitchen \$30,000 - \$60,000: DG Remodeling: Silver Award; JDJ Builders, Inc.: Silver Award; Carl Krueger Construction, Inc.: Silver Award; Carl Krueger Construction, Inc.: Bronze Award; Wooden Thumb, Inc.: two (2) Bronze Awards; and Woodland Builders of Wisconsin, Inc.: Bronze Award
Residential Kitchen \$60,000 - \$100,000: Bartelt Filo Design Build: Gold Award; Callen Construction, Inc.: Gold Award; Cream City Construction, Inc.: Gold Award; RCI – Remodeling Center, Inc.: Gold Award; AB&K Bath & Kitchen, Inc.: two (2) Silver Awards; Brillo Home Improvements, Inc.: Silver Award; S.J. Janis Company, Inc.: Silver Award; Kitchens by Design, Inc.: Silver Award; Nehmey Construction, Inc.: Silver Award; Quality

Remodeling Specialists: Silver Award; Renovators Ltd.: Silver Award; and Wooden Thumb, Inc.: Silver Award
Residential Kitchen Over \$100,000: S.J. Janis Company, Inc.: Gold Award; Kitchens by Design, Inc.: Silver Award; Wallner Builders: Silver Award; and Carmel Builders, Inc.: Bronze Award
Residential Bath Under \$15,000: RNT Builders: Silver Award; and RNT Builders: Bronze Award
Residential Bath \$15,000 - \$30,000: DG Remodeling: Gold Award; Schoenwalder Plumbing: Silver Award; Woodland Builders of Wisconsin: Silver Award
Residential Bath \$30,000 - \$60,000: JDJ Builders, Inc. Gold Award; AB&K Bath & Kitchen, Inc.: Silver Award; Brillo Home Improvements, Inc.: Silver Award; Callen Construction, Inc.: two (2) Silver Awards; Kitchens by Design, Inc.: Silver Award; AB&K Bath & Kitchen, Inc.: Bronze Award; and Schoenwalder Plumbing: Bronze Award
Residential Bath Over \$60,000: Salzer’s Building & Remodeling Company: Gold Award; Brillo Home Improvements, Inc.: Silver Award; and S. J. Janis Company, Inc.: Silver Award
Lower Level Under \$50,000: Pekel Construction & Remodeling: Silver Award; and RNT Builders: Silver Award
Lower Level \$50,000 - \$100,000: JDJ Builders, Inc.: Gold Award; and The OAR Group: Bronze Award
Lower Level \$100,000 - \$150,000: Urban Herriges & Sons, Inc.: Gold Award; Bartelt Filo Design Build: Silver Award; and S. J. Janis Company, Inc.: Bronze Award
Residential Addition \$60,000 - \$100,000: Renovators Ltd.: Silver Award; and Pekel Construction & Remodeling, Inc.: Bronze Award
Residential Addition \$100,000 - \$250,000: Frozé Design-Build, Inc.: Gold Award; S. J. Janis Company, Inc.: Silver Award; Pekel Construction & Remodeling, Inc.: Silver Award; DG Remodeling: Bronze Award; Renovators Ltd.: Bronze Award; and Wooden Thumb, Inc.: Bronze Award
Residential Addition Over \$250,000: JDJ Builders, Inc.: Gold Award; S. J. Janis Company, Inc.: Silver Award; E. Miller & Associates: Silver Award; and The OAR Group: Silver Award
Residential Interior Under \$50,000: Renovators Ltd.: Silver Award
Residential Interior \$50,000 - \$100,000: Frozé Design-Build, Inc.: Silver Award
Residential Interior Over \$100,000: Cream City Construction, Inc.: Gold Award; AB&K Bath & Kitchen, Inc.: Silver Award; and RCI – Remodeling Center, Inc.: Bronze Award
Residential Interior Specialty: Kitchens by Designs, Inc.: Silver Award
Residential Exterior Specialty: Kerzner Remodeling & Construction: Gold Award
Entire House Under \$250,000: Kerzner Remodeling & Construction: Bronze Award; and Raysons, Inc.: Bronze Award
Entire House \$250,000 - \$500,000: Urban Herriges & Sons, Inc.: Silver Award; and Johnson Design, Inc. Architects/Builders: Bronze Award
Entire House \$500,000 to \$1,000,000: B&E General Contractors, Inc.: Gold Award

Entire House Over \$1,000,000: B&E General Contractors, Inc.: Gold Award
 Residential Historical Renovation/Restoration: Bartelt Filo Design Build: Silver Award; and S. J. Janis Company, Inc.: Silver Award
 Disaster Restoration – Fire: Carl Krueger Construction, Inc.: Bronze Award
 Universal Design: K. Steven Remodeling, Inc.: Silver Award
 Commercial Interior: Sturgeon Interiors, Ltd.: Silver Award
 Commercial Specialty: Brillo Home Improvements, Inc.: Gold Award
 Residential/Commercial Landscape Design Over \$60,000: Wand-snider Landscape: Silver Award

Advertising/Marketing Categories

60-Second Radio: Wooden Thumb: Silver Award
 Overall Marketing Campaign: B & E General Contractors, Inc.: Gold Award
 Four-Color Brochure: Callen Construction, Inc.: Gold Award; and Kerzner Remodeling & Construction: Gold Award
 Web Site Design: AB&K Bath & Kitchen, Inc.: Gold Award; B & E General Contractors, Inc.: Gold Award; and Cream City Construction, Inc.: Gold Award

Photos of the award winning projects are posted at www.milwaukeeenari.com. Congratulations to all the winners.



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Raffle at Home Improvement Show

In an effort to increase public awareness of the home improvement industry and to provide scholarships and financial aid to southeastern Wisconsin students, the Milwaukee/NARI Foundation will conduct a raffle at the 2008 Home Improvement Show. The raffle prizes available are as follows:

- An area rug and a one-hour designer consultation from Carpet Town
- \$500 Gift Card for House of Harley Davidson
- \$100 Bartolotta Restaurant Gift Certificate from Callen Construction, Inc.

- Carrier Furnace and Air Conditioner, including installation, from 1st Choice Heating & Cooling
- Playhouse constructed by MATC Downtown Campus Carpentry Students
- Playhouse constructed by MATC South Campus Carpentry Students
- Playhouse constructed by WCTC Carpentry Students
- Voucher for two round-trip Midwest Airlines tickets
- Reverse Osmosis System from Culligan of Greater Milwaukee
- Amarr Garage Door, including installation, from Professional Construction, Inc.

Tickets have been mailed out to members, 10 for \$20, which can be returned to the Milwaukee/NARI office by Friday, February 8, or brought to the Milwaukee/NARI Information Center during the Show, but before 4:30 p.m. on Sunday, February 10.

At the Show, tickets will be sold at one for \$5.00, three for \$10.00, and eight for \$20.00. Each prize will have a separate container from which the winning ticket will be selected, which will occur at 4:30 p.m. on Sunday, February 10, on the American TV/Kennedy Hahn Cooking Demonstration Stage. One need not be present to win.

Save Your Leftovers

Just a reminder that the Milwaukee/NARI Foundation will hold the Third Annual "Rummage Sale" on Friday, April 25, in the Milwaukee/NARI office parking lot.

Association members are asked to begin collecting materials such as countertops, windows, doors, siding, shingles, etc. that were unused on projects. Last year's event raised over \$10,000 and we're looking for this year to be bigger and better.

Details on delivering the materials to the Milwaukee/NARI office are available from the Milwaukee/NARI office.

January Lunch Meeting Recap



The January 15, lunch meeting at the Italian Community Center had more than 60 members enjoy a compelling presentation by Joe Balthazor, President/CEO/Founder of Hallmark Building Supplies, Inc. on "Quality as a Business Strategy- An Effective Business Model."



Special thanks to the day's Member Spotlight, Hallmark Building Supplies, with Lissa Chier, Retail Sales Manager, Joe Balthazor, and Matt Fox, Construction Product Sales Manager.

CONGRATULATIONS CORNER

Milwaukee/NARI extends congratulations to the following companies that have received Regional Contractor of the Year (CotY) Awards from National NARI:

- Residential Bath Under \$30,000: E. Miller & Associates, Inc., Cedarburg
- Residential Kitchen Over \$100,000: Wallner Builders, Butler
- Residential Addition Over \$250,000 and Home Theater & Media Rooms Under \$150,000: JDJ Builders, Inc., Milwaukee
- Entire House \$500,001 to \$1,000,000 and Entire House Over \$1,000,000: B & E General Contractors, Inc., Glendale
- Commercial Specialty: Brillo Home Improvements, Inc., Milwaukee

FEBRUARY 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1.	2.
3.	4.	5. 8:15 a.m.: Foundation Board Mtg.	6. 5:00 p.m.: Education/Certification Committee Mtg. 7:00 p.m.: NARI Certification Study Group	7. 46th Annual Home Improvement Show at the WI Expo Center 11:00 a.m. – 9:00 p.m.	8. 46th Annual Home Improvement Show at the WI Expo Center 11:00 a.m. – 9:00 p.m.	9. 46th Annual Home Improvement Show at the WI Expo Center 10:00 a.m. – 9:00 p.m.
10. 46 th Annual Home Improvement Show at the WI Expo Center 10:00 a.m. – 5:00 p.m.	11.	12. 11:00 a.m.: Executive Committee Mtg. Noon: Board Mtg.	13. 7:00 p.m.: NARI Certification Study Group	14.	15.	16.
17.	18.	19. 6:00 p.m.: Monthly Membership Mtg. – The Venice Club	20. 8:00 a.m.: Fall Home & Remodeling Show Committee Mtg. 10:00 a.m.: Home Improvement Show Committee Mtg. 7:00 p.m.: NARI Certification Study Group	21. 8:00 a.m.: Web Site Committee Mtg. 9:00 a.m.: Marketing Committee Mtg.	22.	23.
24.	25.	26. Noon: Ethics Committee Mtg.	27. 7:00 p.m.: NARI Certification Study Group	28.	29.	

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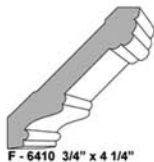
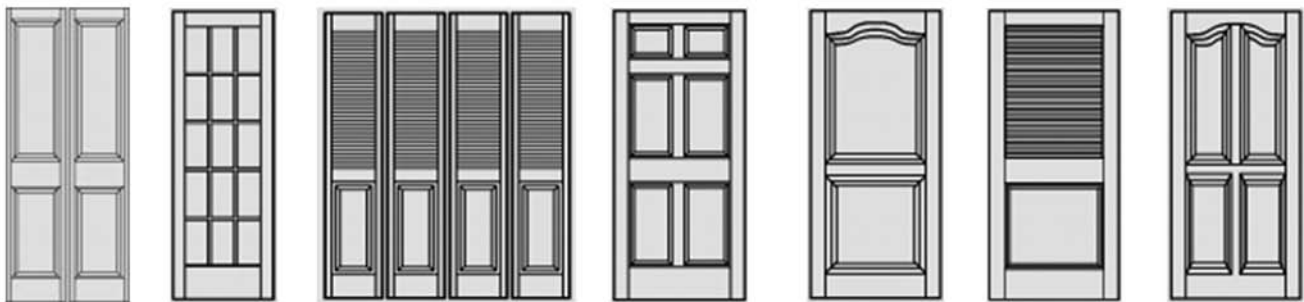
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