

# MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

NEWSLETTER

January 2007

## MILWAUKEE/NARI DINNER MEETING TUESDAY, FEBRUARY 20, 2007

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 the audience 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

Registration & Cocktails: 6:00 p.m. • Dinner: 7:00 p.m. • Program: 8:00 p.m.

**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 United Products Corporation are the Member Showcases for the evening. Please be sure to stop by to learn about how these companies 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 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 16**

# presidents LETTER

Ring in the New Year can bring new opportunities. For me, 2007 brought the opportunity to be President of Milwaukee/NARI.

My involvement with NARI dates back to the late '70s. Along the way, I have met many NARI members, some which have become very good friends.

For those that I have not crossed paths with, I would like to give a little background. J & B Construction Co., Inc. was established in 1958 by my father Jack Cline (who, by the way, at the age of 80 still has an interest in being involved). J & B is a residential and commercial roofing company, also offering a siding, windows, and door division.

In 1978, I was going to school at the University of Wisconsin – Milwaukee and working at J & B. I've been here ever since. On the personal side, I've been married to my wife Wendy for 12 years and we have 3 children – Allie and Austin are 8-year-old twins and we have another son, Aaron, who is 6.

It's hard to believe I have been attending Milwaukee/NARI meetings for 29 years. Looking back at how Milwaukee/NARI has evolved through the years is truly amazing. Between family and work, life can be quite busy, but my affiliation with the association has been very rewarding.

The February Home Improvement Show will bring much opportunity for those who participate. I look forward to the New Year, and wish everybody much success.

Best regards,

**Scott Cline**  
President

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Carl Krueger Construction, Inc., Milwaukee

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Executive Director: David Feldner, CAE

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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. The company has 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™ Zodiac®, DuPont™ Tyvek®, DuPont™ Simplicity®, Vivendi™ Concrete Surfaces, Wellcraft™ Egress Window Wells, AZEK® Trimboards, Soterra™, and Granite Certified by DuPont™.

“We try to provide the best match of our products and services to the needs of our partners and customers,” said Lissa Chier, retail segment manager. “Hallmark does not sell our customers products that they do not need.”

“We employ ‘Quality As A Business Strategy,’” she continued. “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, and service and programs.”

In her position as retail segment manager, Chier works closely with residential contractors. “I am able to provide appropriate products for their specific project,” she said. “We also provide information on our products and services that they can

share with their customers, which benefits everyone. Hallmark is also considering hosting consumer education sessions later this year.”

When it comes to homeowners doing projects on their own, Chier 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. Chier 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 by providing knowledge and information to our partners in the industry and by actively participating in NARI meetings and committees,” Chier said. “It is Hallmark’s role to provide knowledge and information on our products, as well as the product category for our trade partners.”

## Set a Good Example for Employees

To inspire employees and earn respect, always speak and act in the organization’s best interests. Use these tips to help you lead by example:

Treat everyone with respect and graciousness. Everyone you work with — from your biggest customer to the maintenance crew — contributes to your organization’s success. Keep that in mind when greeting them in the hall, answering a question, or talking with them at organization functions.

Put your clients on a pedestal. Begin staff meetings by talking about how the organization solved a problem for a client or customer. Constantly remind staffers that their job is to serve customers, no matter what their job titles are.

Refer to the mission statement frequently. Employees look to managers to give their day-to-day work purpose and meaning. One of the best ways to do that is to take every opportunity to remind people of the organization’s mission. When announcing a business decision, for example, use the mission to explain your decision.

Tie everything to goals. Even when delivering criticism, tie

your comments back to the organization’s goals. Saying “You need to redo the illustrations on the brochure to reflect our commitment to diversity” improves employees’ understanding of your organization’s priorities.

Don’t complain about the organization to employees or clients. It sets a bad example, and destroys your credibility.

## Employee of the Year Nominations Sought

Nomination forms for the eighth 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 Friday, March 2. Awards will be presented to three employees on Tuesday, March 20, at the annual Employee Night dinner. Nominations can be sent to the

# membership COMMITTEE

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Another year has passed and we are off and running, starting on 2007. Most everyone has worn their new sweaters, shirts, socks, etc. that they received for Christmas and probably broke most of their New Year's resolutions by now. We, at Milwaukee/NARI, hope you have kept in mind the fact that Milwaukee/NARI is a strong chapter and has grown to become a stronger force and leader in the industry during the past years.

Now, in our 45th year, the Membership Committee is asking for your help to bolster our chapter's growth again in 2007. As you have done in the past, please submit your non-member sub-contractors and associates names to the office. We will follow up with telephone calls, invite them to a future membership meeting, and fill them in on all the benefits that NARI has. Remember, if we sign them up, you get the credit and become qualified for the great incentives giveaways that Milwaukee/NARI offers.

At the November dinner meeting, there were three lucky winners of great incentives – \$100.00 gift certificate to the American Club in Kohler, Wisconsin; \$100.00 gift certificate to the Eagle Center Bed & Breakfast; and a \$100.00 gift certificate for any event at the Bradley Center. Pretty nice, just for helping to recruit a new member. The Membership Committee met January 10, 2007 and we're in the process of developing new incentives for the 2007 Recruiting Campaigns. So, get involved, submit your prospect's names, and qualify to be a winner.

Just around the corner, February 8 –11, the event of the year will take place – the February NARI Home Improvement Show! If you are not an exhibitor in this Show, be sure to take the time to attend. This is most definitely the largest Home Improvement Show in Wisconsin. If you have some time to spare, we can always use your help in the Information Booth. It is always a great time to meet and greet some of the attendees, answer a few questions, and you will have a chance to recruit some prospects for membership. Contact me at the Milwaukee/NARI office and I will schedule you for a mutually agreeable time to work and send you some tickets to attend the Show.

The Board of Directors met on Tuesday, January 9, 2007 and reviewed and accepted the following applicants for membership:

Above & Beyond Ponds, Inc. – Landscape Design & Management  
P.O. Box 161, Waukesha, WI 53187-0160  
Brian Johnson, 262-522-7311

American Indoor Environments – Heating, Ventilation & Air Conditioning (HVAC)  
1020 James Drive, Suite I, Hartland, WI 53029  
Kelli Duval, 262-367-4822

Bob Anderson Builders, Inc. – Carpenter – Contractors  
2314 N. Grandview Blvd., Waukesha, WI 53188  
Bob Anderson, 262-542-0791

Anderson's Outdoor Wood Furnace Center – Stoves - Wood Burning/Gas/Pellet  
5526 N. Hwy 57, Plymouth, WI 53073  
Gary Furger, 262-339-0061

Angelbrooke Creations Woodworking and Carpentry – Basement Remodeling, Decking – All Types, Remodeling - General  
2890 S. 126th Street, New Berlin, WI 53151  
Dale Haut, 414-791-9663

CHASE – Financial Services  
111 E. Wisconsin Avenue, Milwaukee, WI 53202  
Linda Klibowitz, 414-977-5618

Creative Remodeling, Inc. – Additions, Bathroom Remodeling, Kitchen Remodeling, Remodeling - General  
1036 Revere Drive, Oconomowoc, WI 53066  
James Wolter, 262-751-6248

In Sync Designs, LLC – Bathroom Remodeling, Counter Tops, Kitchen Remodeling  
N88 W16586 Main Street, Menomonee Falls, WI 53051  
Christine McDuffie, 262-251-7756

Kitchens By Marie – Kitchen Remodeling  
1446 S. 53rd Street, West Milwaukee, WI 53214  
Marie Vos Owens, 414-507-6122

Roof-To-Deck Restoration – Decking, Roofing  
N50 W13938 Overview Drive, Menomonee Falls, WI 53051  
Dave Jarock, 262-754-1170

The Westlund Group, LLC – Kitchen Remodeling  
672 Burton Avenue, Highland Park, IL 60035  
Steve Westlund, 847-926-0571

The following companies have changed their names as follows:

D & L Enterprises of Milwaukee TO: Classic Builders  
GLS Industries TO: Rockwood Retaining Walls  
Bilder Improvements TO: Bilder Builder

It is great to have you as a member. Be sure to peruse your new membership kit, use the camera-ready logo decals for your business cards and business stationery and other related items. Additionally, look for the coupon for a free future membership breakfast, lunch, or dinner meeting. We want you to meet some of your fellow members at these events.

Unfortunately, there are a few members that have decided

not to renew their memberships.

They are as follows:

Canarie Renovations  
Closet Craft, LLC  
Dykeman Family  
R C Insurance Services, Inc.  
TES, Inc.  
The Tile Shop  
Virchow, Krause & Company, LLP  
WKTI 94.5 FM/Journal Broadcast Group

Respectfully submitted,

**Bill Bobrowitz**

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## 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, 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, 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”

Tuesday, May 15: “Leveraging Office Assistance for Marketing Consistency”

Tuesday, June 19: “Summertime Marketing”

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 five 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@azobleassoc.com](mailto:azoble@azobleassoc.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.

## Resume & Job Posting Available on Web Site

Milwaukee/NARI continues to offer members the chance to post a job opening on the association Web site that can be accessed by those looking for a job in the home improvement and remodeling industry.

This free service is listed under “Employment Opportunities” on [www.milwaukeevari.com](http://www.milwaukeevari.com). Go to “NARI Member Access” and type in the password – Remodeling. Under “NARI Member Job Site Links,” click on “Add a Job Posting” and complete the information on the form. The information will be on the site until a request is made to have it removed or for

90 days, whichever comes first. To have the information taken off the site, call the Milwaukee/NARI office at 414-771-4071.

In addition, individuals looking to start work in the industry can post their resume on the site for viewing by association members. There have been several people that have taken advantage of this opportunity and all members are encouraged to visit this area to see if there may be a fit for their company.

This is a great opportunity to secure a new employee and there’s no cost. We strongly encourage you to take advantage of this service to enhance your business.

## Media Clippings & Web Site Results

The press clipping results for November 2006, were:

Advertising Value: \$26,100.73  
Public Relations Value: \$78,302.19

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

Number of visits: 4,297  
Hits: 2,152,177  
For the year, the site had more than 70,000 visits, with nearly 16,000,000 hits!

## January Lunch Meeting Recap

The January 16, lunch meeting at Alioto's was a big success, as more than 70 members heard a great presentation on "green remodeling" by Andrew Pace (right) of Safe Building Solutions in Waukesha.

Special thanks to the day's Member Spotlight, Hallmark Building Supplies (below), with Matt Fox (left), Construction Product Sales Manager, and Scott Peterson, Retail Sales Manager, on hand (Lissa Chier, Retail Sales Manager not pictured).



## Got NARI?

Congratulations to 1st Choice Heating & Cooling and Floorco 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 you'll become eligible to be recognized in an upcoming issue of the NARI Newsletter.

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



## Raffle To Be Held 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. The raffle prizes available are as follows:

- Playhouse constructed by students of the Milwaukee Area Technical College Downtown Campus
- Playhouse constructed by students of the Waukesha County Technical College
- Lennox air conditioner and furnace from 1st Choice Heating & Cooling
- Two (2) Roundtrip Ticket Vouchers on Midwest Airlines
- \$500 FunJet certificate from Weather-Tek Design Center
- Patio Door from RNT Builders
- Portrait by Valor Fireplace and Mantle from Carl Krueger Construction

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

## 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.

## Save Your Leftovers

The Milwaukee/NARI Foundation is making plans for the Second Annual "Rummage Sale" on Friday, April 27, 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 \$4,000 and we're looking for this year to be bigger and better.

Details on delivering the materials to the Milwaukee/NARI office will be forthcoming.

## Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

**Thursday, February 8 – Sunday, February 11, 2007:** 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 entries 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 12:** 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

# Cable Television Stars and Celebrity Chefs Join Local Food, Home, And Garden Experts at Home Improvement Show

Experts from The Food Network, HGTV's "Kitchen Design" and "Design on a Dime," The Singing Chef®, and Frank Lloyd Wright architecture expert, Patrick Cannon, headline the 45th annual Milwaukee/NARI Home Improvement Show. This year's presenters include:



**Joan Kohn** is a nationally recognized design expert, and is best known as the host, writer, and associate producer of Home & Garden Television's "Kitchen Design" and "Bed & Bath Design" series that were at the heart of HGTV's primetime schedule for 12 consecutive seasons.

She is the author of "Joan Kohn's It's Your Kitchen: Over 100 Inspiration Kitchens," and "Joan Kohn's It's Your Bed and Bath: Hundreds of Beautiful Design Ideas." A third book on outdoor living spaces is slated for publication this year.

Kohn also has hosted nearly two dozen HGTV specials including: "The White House Christmas," "Designing for History," "The Madame C.J. Walker Showhouse," "Christmas at Biltmore Estate," and the annual "Kitchen & Bath Industry Show."



**Charles Burbridge** left his growing decorative painting and interiors business, Pomegranite Interiors in Los Angeles, to join the HGTV family. Though this is his first foray into broadcast television, Burbridge has been

a working actor for the past decade and is a founding member of the popular Bay Area improvisational sketch comedy troupe, Big Boned Theatre. Dividing his time between his numerous creative pursuits has always been a challenge, but he has found the perfect blending of his many interests and artistic abilities as part of the "Design on a Dime" team. With a budget of just \$1,000, a design team tackles a problem area and transforms the ordinary room into awesome.



**Andy LoRusso**, known as The Singing Chef and the author of the book and tape "Sing and Cook Italian," has always had an intrinsic sense of music and food. He signed with Epic Records when he was 22 and sang popular tunes

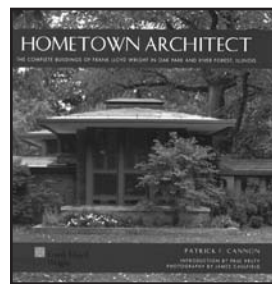
and jazz standard for a number of years while living in his home state of New Jersey. It was here that LoRusso learned to cook within his Italian/Sicilian family.

He combined his true passion for music and cooking when he moved to California in 1991 where he studied with the world-renowned vocal coach, Giovanna d'Onofrio. By combining his and his family's best recipes with classic arias and love songs of the great Italian composers, The Singing Chef and "Sing and Cook Italian" were born.

**Joey Altman** began his culinary training at the age of 16 and has since emerged as one of the foremost chefs specializing in multicultural cuisine. He has worked as a chef and consulted for many notable restaurants across the country.



Altman has created a dedicated Bay Area following with the viewers of his two-time James Beard Foundation award-winning local cooking show, "Bay Café." Nationally, he made a splash with The Food Network's series "Appetite for Adventure," an outdoor sport and adventure show demonstrating how people can enjoy gourmet food in the great outdoors, and "Tasting Napa," a travelogue showcasing the best of food and wine in northern California's wine country. Altman is now launching a new series, "What's Cooking with Joey Altman," on Shop at Home TV.



**Patrick F. Cannon** of Oak Park, Ill., has had a distinguished career as a journalist, editor, and publicist. For more than 30 years, he has satisfied his passion for history and architecture through volunteering as a tour guide for the Frank Lloyd Wright Preservation Trust, which manages Wright's Home and Studio and Robie House as museums.

He is the author of the recently released book, "Hometown Architect: The Complete Buildings of Frank Lloyd Wright in Oak Park and River Forest, Illinois." In the book, Cannon presents the reader with the experience of a private tour of all 28 Frank Lloyd Wright-designed buildings in the Oak Park and River Forest area, including Wright's famous Home and Studio.



**Tom Feiza**, Milwaukee's Mr. Fix-It and host of a weekly radio call-in show on WTMJ-AM 620, gives practical advice on home repair and related projects. He will speak on how to "Paint Like a Pro—Painting Secrets of the Professionals," providing guidelines on how to achieve professional results by choosing and using the right painting gear. Tips will include how to make interior and exterior paint jobs look and last as if a pro had painted them; how to treat and maintain wood, aluminum siding, trim, and other exterior features; fast ways to remove caulk, quick fixes for rotting wood; and ways to solve mold and mildew problems.

Feiza writes a weekly question and answer column published in more than 80 newspapers and has hosted several weekly television shows focusing on home improvements and repair and related projects. He also was featured in a nationally distributed "how to" tape series. Feiza consults in the area of home remodeling and construction, and he



performs home inspections.

**G u s Gnorski**, host of FOX 6's "Ask Gus," is considered to be Milwaukee's best-known handyman and has been able to answer a variety of listeners and viewers questions relating to home improvement and repairs. He has been teaching people for more than 25 years about when to do it themselves and when to turn to professionals for help with home repairs. Gnorski began working for WTMJ Radio in 1966 and joined FOX 6 in 1992. Since then, he has taped more than 600 episodes of his weekly television show. He is also a regular on the FOX morning "Wake-up News."

He is also a regular on the FOX morning "Wake-up News."



**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 speak on "Simple Landscape Makeovers" and explain how homeowners can make their landscape a welcome retreat, entertainment center, or a pretty space to view. Myers will explain how changing the layout, adding a few key plants and

containers, or fine tuning maintenance practices can make a big difference in the beauty and enjoyment of the landscape.

Myers has a master's degree in horticulture, is a certified arborist, started the Master Gardener program in Milwaukee, and is a horticulture instructor at Milwaukee Area Technical College. She has authored several garden books, including "The Garden Book for Wisconsin" and "Birds and Blooms Ultimate Garden Guide."

She hosts "Great Lakes Gardener" seen on PBS stations throughout the United States and appears regularly as 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

Ver Halen – The Pella Window Store Seminar/Demonstration Stage

### Ver Halen – The Pella Window Store Seminar/Demonstration Stage

#### Thursday, February 8

- 1:00 p.m.: Tom Feiza – Mr. Fix-It – sponsored by J & B Construction
- 3:00 p.m.: Patrick Cannon – Frank Lloyd Wright Preservation Trust
- 6:30 p.m.: Patrick Cannon – Frank Lloyd Wright Preservation Trust

#### Friday, February 9

- Noon: Melinda Myers – sponsored by Createscape Landscaping Service
- 2:00 p.m.: Joan Kohn – HGTV's "Kitchen Design" and "Bed & Bath Design"
- 4:30 p.m.: Tom Feiza – Mr. Fix-It – sponsored by J & B Construction
- 6:30 p.m.: Joan Kohn – HGTV's "Kitchen Design" and "Bed & Bath Design"

#### Saturday, February 10

- 11:00 a.m.: Joan Kohn – HGTV's "Kitchen Design" and "Bed & Bath Design"
- 1:00 p.m.: Charles Burbridge – HGTV's "Design on a Dime"
- 3:30 p.m.: Joan Kohn – HGTV's "Kitchen Design" and "Bed & Bath Design"
- 5:30 p.m.: Charles Burbridge – HGTV's "Design on a Dime"

#### Sunday, February 11

- 11:00 a.m.: Charles Burbridge – HGTV's "Design on a Dime"
- 12:30 p.m.: Gus Gnorski – FOX6
- 2:00 p.m.: Charles Burbridge – HGTV's "Design on a Dime"

### Kennedy Hahn Appliance Cooking Demonstration Stage

#### Thursday, February 8

- 2:00 p.m.: Chef Dan Dries and Chef Sean McMullen – The American Club
- 4:00 p.m.: Chef Dan Dries and Chef Sean McMullen – The American Club

*schedule continued on next page*

7:00 p.m.: Chef Brian Moran – St. Paul Seafood

### Kennedy Hahn Appliance Cooking Demonstration Stage (cont.)

#### Friday, February 9

- 1:00 p.m.: Chef Andy LoRusso, The Singing Chef
- 3:00 p.m.: Chef Peter Gebauer – Dream Dance Restaurant
- 5:00 p.m.: Chef Troy Withington – Sushi A Go-Go
- 7:00 p.m.: Chef Andy LoRusso, The Singing Chef

#### Saturday, February 10

- Noon: Chef Andy LoRusso, The Singing Chef
- 2:00 p.m.: Chef Joey Altman of The Food Network
- 4:30 p.m.: Chef Andy LoRusso, The Singing Chef
- 6:30 p.m.: Chef Joey Altman of The Food Network

#### Sunday, February 11

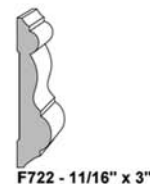
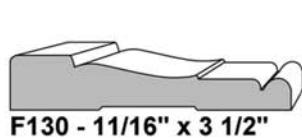
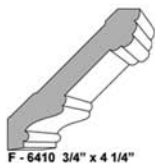
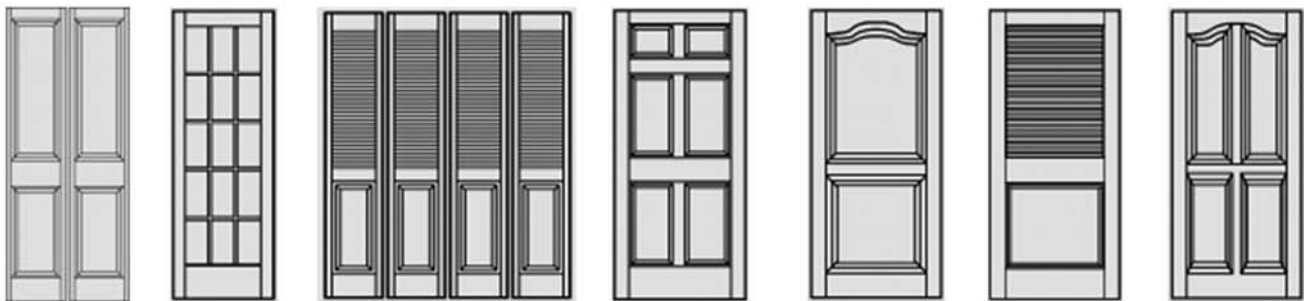
- Noon: Chef Joey Altman of The Food Network
- 1:30 p.m.: Chef Tom Millot – Watts Tea Room
- 3:00 p.m.: Chef Joey Altman of The Food Network

## The Milwaukee/NARI Membership committee... in front of the new building sign.




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# Special Attractions Abound at 2007 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 45th annual Milwaukee/NARI Home Improvement Show at the Wisconsin Exposition Center at State Fair Park in West Allis, Thurs., Feb. 8, through Sun., Feb. 11.

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

Brillo Home Improvements – Stage Presentation

Cabinets

Burlington Heating & A/C, LLC – Piping and Mechanicals

Milt Charno & Associates – Garden Lighting

Con-Tec, Inc. – Stamped Concrete

FloorCo – Cooking Demonstration Area Flooring

Game Master – Assortment of Games/Activities

Kennedy Hahn Appliance – Outdoor Cooking Area and Cooking Stage Appliances

MJS Landscaping Services – Major Garden Area

Rockwood Retaining Walls – Retaining Walls

Stone Oak Landscapes – Hardscape Area and Water

Feature

Trees on the Move – Trees and Major Garden Area

Weather Tight Corporation – Sunroom

Wooden Thumb – Cooking Stage Cabinetry

Woodrite Carpentry – Deck and Pergola, featuring materials from Weekes Forest Products

The Sherwin Williams Interactive Painting Area will have representatives of Sherwin Williams demonstrating a variety of faux finishing painting techniques, including ragging, sponging, and color washing. Demonstrations 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.

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, the Milwaukee Institute of Art & Design, and Waukesha County Technical College creating a bedroom display. Each participating school will decorate a 10' x 10' space, receiving \$250 to complete the display. Milwaukee/NARI member Pekel Construction & Remodeling will provide and construct the drywall for the room displays.

The participating schools will each receive \$500 for the school's interior design program. The school that receives the most votes from Show attendees will receive an additional \$1,500 for its 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 Ethics, Government Relations, and the 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 2007 Dodge cars and trucks will be shown inside the expo center in Schlossmann's Dodge City Vehicle Display, including a Ram 3500 HD Chassis Cab, the Dodge Charger, the Dodge Caliber, plus popular Honda vehicles.

In addition, the Show will feature a display of six Thunder Mountain Custom Cycles, hand-crafted in Fort Collins, Colorado, and sold locally at Wisconsin Harley Davidson in Oconomowoc. Thunder Mountain Custom Cycles are comprised of predominantly Harley-Davidson® parts including the engine, transmission, wiring, switches, and harnesses. The one-of-a-kind paint jobs rendered by gifted painters sets these bikes apart from others in the industry, as no two Thunder Mountain Custom Cycles are alike.

Free childcare, sponsored by Auer Steel & Heating Supply Company, in conjunction with Bryant, 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 Auer Steel and Bryant, 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. Children will be able to color an official contest sheet that will be displayed in the childcare area during the Show. Winners will be selected and contacted after the Show.

The Show also announced that an interpreter for the deaf and hearing impaired will be available Thurs., Feb. 8, from 10:00 a.m. to 1:00 p.m., and will also be the best of the Show for individuals requiring assistance for seminar presentations.

**Exhibitor Breakfast Scheduled**  


Through the generous support of Morgan-Wightman Supply Co., an exhibitor breakfast will be held on Friday, February 9, at the Milwaukee/NARI Home Improvement Show.

The complimentary breakfast will run from 9:00 a.m. – 10:30 a.m. on the second floor of the Wisconsin Exposition Center, and it's open to all Show exhibitors and members of their staff to enjoy.

Share a meal with your peers as you prepare for what is sure to be a busy few days at the Show. Thank you Morgan-Wightman!

## Member Companies Provide Home Improvement Show Support

In addition to the services provided by the Milwaukee/NARI Home Improvement Council, Inc., and the Milwaukee Journal Sentinel, co-sponsors of the 45th annual Milwaukee/NARI Home Improvement Show, other member organizations play prominent roles in the event.

Assisting in production of the Show are the following companies:

- Ver Halen – The Pella Window Store: Seminar & Demonstration Stage
- Kennedy Hahn Appliance: Cooking Demonstration Stage
- Wooden Thumb: Show Bag
- Callen Construction: Senior Day (Thurs., Feb. 8)
- Lennox Industries and 1st Choice Heating & Cooling: Show Information Brochure
- Auer Steel & Heating Supply Company and Bryant: Childcare Area/Coloring Contest
- Pekel Construction & Remodeling: Provision/Construction of Drywall for Interior Design Contest
- Reality Construction LLC – Coat Check/Wheelchair Area
- J & B Construction: Tom Feiza presentations
- Createscape Landscaping Service: Melinda Myers presentation

“We thank these companies for the assistance they have extended to the Home Improvement Show and the association,” said David Feldner, CAE, Milwaukee/NARI executive director. “Through this support, we provide those looking to complete a home improvement or remodeling project with a well-rounded Show, one that will provide a variety of ideas and tips on how to maximize the investment in their home.”

## *congratulations* CORNER

Milwaukee/NARI extends its congratulations to the following companies for receiving Regional Contractor of the Year (CotY) Awards:

- Bartelt Filo Design Build: Residential Addition Over \$250,000 and Residential Universal Design
- Brillo Home Improvements, Inc.: Residential Addition \$100,000 to \$250,000
- Paul Davis Restoration & Remodeling: Residential Historical Renovation/Restoration
- KD Poolsapes: Residential Exterior Specialty
- Kerzner, Inc.: Home Theater & Media Rooms Under \$150,000
- E. Miller and Associates, Inc.: Residential Kitchen \$60,001 to \$100,000

These companies will vie for the National CotY with winners from other NARI regions at the annual Evening of Excellence on Saturday, March 24. Good luck to all members!

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# JANUARY 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1.	2.	3.	4.	5.	6.
7.	8.	9. 11:00 a.m.: Executive Committee Mtg.  Noon-Board Mtg.	10. 8:30 a.m.: Membership Committee Mtg.  7:00 p.m.: Certified Professional Study Group Session	11.	12.	13.
14.	15.	16. 8:30 a.m.: Spring Showcase Seminar  11:30 a.m.: Membership Lunch Mtg.	17. 9:00 a.m.: Web Site Committee Mtg.  10:00 a.m.: Marketing Committee Mtg.  7:00 p.m.: Certified Professional Study Group Session	18.	19.	20.
21.	22.	23. 8:00 a.m.: Spring Showcase Committee Mtg.	24. 10:00 a.m.: Spring Show Committee Mtg.  7:00 p.m.: Certified Professional Study Group Session	25.	26.	27.
28.	29.	30. Noon: Ethics Committee Mtg.	31. 7:00 p.m.: Certified Professional Study Group Session			

## FEBRUARY 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1. 8:00 a.m.: Founda- tion Board Mtg.  8:00 a.m.: Finance Committee Mtg.	2.	3.
4.	5.	6.	7. 4:00 p.m.: Education Certification Mtg. at Wisconsin Expo Center  7:00 p.m.: Certified Professional Study Group Session	8. 45 <sup>th</sup> Annual Home Improvement Show 11:00 a.m. – 9:00 p.m.	9. 45 <sup>th</sup> Annual Home Improvement Show 11:00 a.m. – 9:00 p.m.	10. 45 <sup>th</sup> Annual Home Improvement Show 10:00 a.m. – 9:00 p.m.
11. 45 <sup>th</sup> Annual Home Improvement Show 10:00 a.m. – 5:00 p.m.	12.	13. 11:00 a.m.: Executive Committee Mtg.  Noon: Board Mtg.	14. 7:00 p.m.: Certified Professional Study Group Session	15.	16.	17.
18.	19.	20. 6:00 p.m.: Membership Mtg.- Show Relaxer-Venice Club-Brookfield	21. 9:00 a.m.: Market- ing Committee Mtg.  7:00 p.m.: Certified Professional Study Group Session	22.	23.	24.
25.	26.	27. Noon: Ethics Com- mittee Mtg.	28. 7:00 p.m.: Certified Professional Study Group Session			

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