

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

newsletter

January 2008

MILWAUKEE/NARI LUNCH MEETING TUESDAY, JANUARY 15, 2008

ITALIAN CONFERENCE CENTER
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Get the New Year off to a great start and attend the first membership meeting of 2008.

Join industry expert Joe Balthazor, President/CEO/Founder of Hallmark Building Supplies, Inc. who will discuss “Quality as a Business Strategy- An Effective Business Model.”



Joe founded Hallmark Building Supplies, Inc. in 1974 in Milwaukee with a new product, DuPont Corian®, and Dura Beauty Laminate. In more than 30 years in business, Joe has served on numerous committees for DuPont and has been a national convention speaker at:

- Remodelers Council of National Association of Home Builders (NAHB)
- The National Kitchen & Bath Industry Show (KBIS)
- The Architectural Woodworkers Association (AWI)
- The National Association of the Remodeling Industry (NARI)
- ASQ Chapter meeting - Kenosha & Madison

Joe served as an alderman on the common council for the City of Brookfield for eight years from 1974-1982, and was its President during his last two-year term.

Joe grew up on a dairy farm in Northeastern Wisconsin and currently resides in Hartland with his wife and three children. He views his role at Hallmark as a coach and facilitator of learning, in which he provides direction, focus, establishes priorities, and fosters an environment consistent with Hallmark’s core values.

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

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

COST : Pre-Registration: \$20.00
 Walk-ins: \$25.00

MENU: Luncheon Buffet, with tossed salad and assorted dressings & Italian bread (served at table), sliced roast beef, ham, turkey breast, sliced cold cuts, sliced cheeses (Swiss, Cheddar, Mozzarella, Provolone), pasta salad with vinaigrette, creamy cole slaw, potato chips, sliced tomatoes and onions, relish tray, assorted bread & rolls, assorted cookies, and beverage.

presidents LETTER

2008 marks a new beginning for your association. Starting with our Board of Directors Meeting on January 8, we will have seven new members serving as Directors on the Board. We will have new members serving as Chairs on a variety of our 15 committees and appointments will be made for volunteers to serve as Chapter Representatives to the National NARI association. It's an exciting time at Milwaukee/NARI and it also marks an opportunity for you to get involved.

In addition to the skill sets we provide to our respective businesses, we also have the skills and ideas that once shared at the committee level, can help this association meet and exceed our goals. Do you have many contacts in the industry? The Membership Committee could use those contacts to help expand membership. Do you find the value in the monthly meetings, both networking and education? The Program Committee would appreciate your insights and ideas. Would you want your exhibiting experience at the home shows to maximize your company sales? The Home Improvement Show and Fall Home & Remodeling Show Committees can give you a platform to develop the shows to maximize the value for both contractors and consumers.

All members will soon be receiving in the mail a committee interest form for all 15 committees. Please review this list, the committee descriptions, and decide what committee(s) you would like to participate in. As a salesman in this industry, I wouldn't try to sell you something that won't provide a significant return on your investment. You will reap the benefits, both personally and professionally, as a volunteer on a Milwaukee/NARI committee. I look forward to receiving your interest in serving Milwaukee/NARI on a committee.

Finally, I want to thank the volunteers on your Board of Directors that have completed their terms on the Board: Ken Connor, CR, Michael Heuser, CR, Pamela Mackovich, Howard Rowell, Gary Sannes, CR, and Mary Kay Siemann. Having worked side-by-side with these professionals over the years, I can attest that they are not leaving Milwaukee/NARI, rather they are leaving a legacy on how things get done at Milwaukee/NARI and how the association is where it is today due to their contributions.

Best regards,

Scott Cline
President

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J & B Construction Inc., Milwaukee

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MEMBER SHOWCASE: Hallmark Building Supplies will be the Member Showcase for the day. Please be sure to stop by to learn about how this company can help your business.

BUSINESS CARD BOARD: You will be able to display your business cards at the registration table. This is another great way to get your name out to members who may have a need for your product and/or service. We request that you pick up any remaining cards at the end of the 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!!

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

Registration Deadline: Friday, January 11

Spring Showcase Seminar Scheduled

With the eighth annual Milwaukee/NARI Spring Home Improvement Showcase scheduled for Saturday, May 3 – Sunday, May 4, from 11:00 a.m. – 5:00 p.m., planning is already underway.

Information packets on the 2008 event were mailed out in early December, so now is the time to start work on selecting the project(s) that will be entered in the Showcase. One idea is to use the home(s) that were entered in the Wisconsin Remodeler of the Year Awards program.

In an effort to generate additional participation in the 2008 Spring Showcase, a FREE seminar will be held on Tuesday, January 15, from 10:00 a.m. – 11:30 a.m., at the Italian Conference Center (ICC). The seminar will feature a panel of previous Spring Showcase participants providing an overview on what members do to make the event a success. In addition, information on how the event is promoted and the opportunities available through advertising in the Milwaukee/NARI Resource Guide will be provided.

Call the Milwaukee/NARI office by Friday, January 11, to reserve your space for this FREE and informative seminar. As an added bonus, those that attend the seminar can attend the Monthly Membership Meeting at the ICC starting at 11:30 a.m. at no charge.

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



WISCONSIN REMODELERS AWARDS

Share in the Excitement

The Wisconsin Remodelers Awards banquet will be held Friday, January 18, 2007, at The Wisconsin Club in downtown Milwaukee. More than 100 projects in the remodeling and the marketing/advertising categories were entered and will be recognized that evening.

The Milwaukee/NARI Chapter's Local Achievement Awards will also be given out at the banquet, and the Fifth Annual *M Magazine* "Reader's Choice" award will be presented to one of seven entries in the Lower Level categories. Paul Kronforst, host of the WISN-AM 1130 "Remodeling Show" will serve as the master of ceremonies.

Weather-Tek Design Center/Marvin Windows will be the dinner sponsor, and The Starr Group will sponsor the cocktail reception.

Be a part of this special evening and congratulate this year's winners. Also, start making plans today to submit entries for the 2008 Wisconsin Remodelers Awards so you can be a part of this wonderful event. For more information, contact David Feldner at 414-771-4071.

EDUCATION/CERTIFICATION COMMITTEE

Why Not Become a NARI Certified Professional?

It's unfortunate that more Milwaukee/NARI members don't take advantage of the NARI Certification program. The certifications are accredited by NARI National and are valid throughout the country.

A NARI certification serves as a great marketing tool and demonstrates that you're innovative and striving to be the best at what you do.

It's not too late to enroll in this year's upcoming certification programs. The study group session begins on Wednesday, January 9. For more information, contact the Milwaukee NARI office at 414-771-4071 or via email at info@milwaukeeenari.com

Robert Eve, CKBR

membership COMMITTEE

Headlines such as “Snow Advisory, Snow Emergency, Hazardous Ice Advisory, Full Fleet of Snow Plow and Salt Trucks Put in Service” have become commonplace and people are becoming exhausted from all of this. Well, at Milwaukee/NARI, there are better things taking place that deserve to be in the headlines. How about this, “The Membership Committee Held Its 4th Open House of 2007... Recruiting Blitz on Friday, December 14.” Despite the weather we were experiencing, a large group of prospects attended the Open House, joining us for lunch at 11:30 a.m. and a presentation at noon. At the conclusion of this event, seven new member applications were submitted to our office. We are expecting six to eight additional applications to be mailed or dropped off at the office.

It has been a great year for the Membership Committee and I want to thank all the committee members for the contribution of time that has helped to make these events such a great success. I would also like to give a special thank you to the members that participated in the presentation that took place at the event. They are as follows:

Mark Brick of B & E General Contractors , Inc.
Scott Cline of J& B Construction Company, Inc.
Erik Erickson of FloorCo
David Feldner, Executive Director of Milwaukee/NARI
Dean Herriges of Urban Herriges and Sons, Inc.
Susan Montie of Advanced Communication Specialists
David Pekel of Pekel Construction & Remodeling, Inc.

I would also like to include my thanks to our wonderful office staff for their efforts on putting this program together. A very special thanks to all of you.

The Board of Directors met Tuesday, December 11, 2007, and approved the following applications for membership:

Allen Construction Services, Inc., d/b/a Allen Kitchen & Bath – Kitchen & Bath Remodeling
310 S. Industrial Park – Deerfield, WI 53531
Kristin Allen, 608-663-6600

Cash for Homes, d/b/a Crystal Clear Real Estate Services – Financial Services
1192 Lowell Drive, Ste. 5 – Oconomowoc, WI 53066
Steven Schwab, 262-352-0450

Iron Creations – Fencing, Metal Work/Custom Design, Railings
2003 W. Bender Road – Glendale, WI 53209
Gonen Liberman, 414-540-9551

Kings Way Renovations – General Contractors
700 N. Pilgrim Parkway, Ste. 100 – Elm Grove, WI 53122-2063
Christopher Moll, 262-797-3600

Rose & deJong, S.C. – Legal Services
16620 W. Bluemound Road, #500 – Brookfield, WI 53005
Jennifer Geller Baumann, 262-789-0111

Sealwize of Greater Milwaukee, div. of Decks by Don – Decks & Related Outdoor Structures
1427 S. 84th Street – West Allis, WI 53214
Donald Santner, 414-617-4960

Smith Barney – Financial Services
N17 W2422 Riverwood Dr, Ste. 150 – Waukesha, WI 53188
Louis Lukic, 262-523-8312

Thrivent Financial for Lutherans – Financial Services
5482 S. Westridge Drive – New Berlin, WI 53151
Jeremy Keil, 262-901-0285

Victor Construction, Inc. – Remodeling, General
1155 Quail Court – Pewaukee, WI 53072
Edward Bushman, 262-691-2074

Wausau Supply – Supplier
4200 White Avenue – Eau Claire, WI 54702-0881
Maurie Schulz, 715-834-8411

Wisconsin Design Center, LLC – Remodeling, General
106 Hwy 164 – Colgate, WI 53017
Dave Stewart, 262-628-9700

Wisconsin Granite Depot – Countertops
6201B Ace Industrial Drive – Cudahy, WI 53110
Pasa Ece, 414-764-8720

Continued on page 5

Wolf Paving Co., Inc. – Asphalt Paving
612 N. Sawyer Road – Oconomowoc, WI 53066
Jim May, 414-965-2121

Many of these new members will be exhibiting in the February Home Improvement Show, a very important benefit for our members. If you do not exhibit in the Show, be sure to attend and I can assure you that you will strongly consider exhibiting in a future Show.

I hope to see you at our upcoming Membership Luncheon on January 15, 2008, at The Italian Conference Center so that we can formally welcome you aboard.

Unfortunately, there are a few companies that have decided

to discontinue their membership. They are as follows:

Allwood Sheds
Kennedy Hahn
Martin's Tile & Stoneworks
Radiant Electric Heat, Inc.
Rockwood Retaining Walls

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

Tools Donated to Community High School

More than \$3,700 in tools and equipment was donated to Community High School on live television on Wednesday, December 5, 2007, the result of proceeds from the Milwaukee/NARI Foundation Golf Outing in July of 2007.

Milwaukee/NARI Foundation President Mark Brick and

board members Tom Callen and Ken Skowronski represented the Milwaukee/NARI Foundation, presenting the students with a variety of tools as Gus Gnorski of FOX6 and station viewers witnessed Christmas coming early to this MPS charter school that is comprised of 175 ninth to twelfth grade students.



GOVERNMENT AFFAIRS COMMITTEE

At our December meeting, the Government Affairs Committee took a look at some of the current regulations, certifications, and laws that apply to all of us in the home improvement and remodeling industry.

The purpose of this review was to update the Government/Regulatory section of the NARI Information Packet for new members. It also is a time to review your contracts and make sure that you have all the correct information and certifications required in 2008.

We reviewed Home Improvement ATCP 110, Chapter 779 Lien Law (which was updated in 2006), Wisconsin State Financial Responsibility Credential, Dwelling Qualifier Credential, Right to Cure Law, EPA Lead Form, and a new I-9 Form for Employment. If you do not have all of these forms or need some additional information, the materials are available at the Milwaukee/NARI office.

As we look into 2008, the EPA will be coming out with new lead regulations and requirements that will probably go into affect in 2009. There will be much new information and additional requirements put upon our industry. We will update you when the new regulations are published and work to help

you comply and understand the additional regulations and education needed.

Success to all of you in 2008!

Respectfully submitted

Michael L. Heuser CR,
Government Affairs Committee Chairperson

CONGRATULATIONS CORNER

Milwaukee/NARI extends congratulations to...

Marty Chojnacki of Kitchen Solvers, recipient of the Kitchen Solvers Personal Achievements Bronze Award, which recognizes operators who have accumulated a high sales volume over the past year.

Question: I have a customer that has moisture stains on the drywall next to the chimney. I'm getting different opinions if this is snow melting and leaking in or if it's condensate from the inside working its way out. How can I determine which opinion is correct?

Answer: The first thing to determine is if this is a recent or an ongoing problem. If it's been occurring, it's important to find out if the moisture shows up only in the winter or if it happens during spring and summer precipitation also. Checking accessible areas in the attic can often give some clues to the moisture source. Masonry will often show signs of efflorescence when exposed to moisture in a confined area where it doesn't readily evaporate. This is a powdery crystalline substance and if it has a yellow or orange tint, it's usually associated with condensate working its way out from the inside of the chimney.

If the problem only happens in the winter during a thaw cycle, be careful not to jump to the conclusion that it's an ice dam problem. If the chimney is venting a gas appliance, moisture from the exhaust will often freeze on the inside of the chimney in cold weather and thaw out during a warm up cycle. The best way to determine if a flue liner is containing the by-products of combustion (including condensate) is to have an internal video scan of the chimney.

Another often over looked area is where the vent pipes from a gas appliance enter into the flue liner. The vent pipe should enter flush with the inner wall of the flue tile. Many times this pipe falls short, allowing exhaust gases to vent up along the outside of the flue tile. The warm exhaust rises and gets trapped by the masonry crown at the top of the chimney, condensing and wicking its way out of the masonry.

The exterior of the chimney should be thoroughly checked for any visual signs of areas where moisture could be entering. This includes the rain cap, crown, mortar joints, brick, and flashing. Many times a softer brick will take on moisture even if it appears to be intact. If the brick is suspected of soaking in precipitation, a moisture absorption test can be performed using measured test tubes and timing how fast the masonry is taking on water.

Moisture problems can be tricky and need to be diagnosed systematically to prevent the problem from reoccurring in the future.



Howard Rowell
Royal Chimney Service

11815 W Dearbourn Ave
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howard@royalchimney.com
www.royalchimney.com

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GREEN BUILDING: IS THIS THE FUTURE OF OUR INDUSTRY?

presented by: **ROBIN PHARO**

Experts predict that the Green Building industry will grow by as much as 400% by the year 2010.

About Robin...

Robin Pharo, Program Director for Green Built Homes, has extensive experience with Green Building construction, energy efficiency, and healthy homes. She is also president of Healthy Home Reports, a consulting business and is certified by the Green Advantage Program.

Robin speaks nationally and works to establish criteria for Green Building programs. She was one of only 15 people asked to serve as an advisor to the National Association of Home Builders as they develop Green Building standards.

Robin will ...

- ✦ **Explain how to Build Green *with or without* certification.**
- ✦ **Give a basic overview of Green Building Programs, Products, and Techniques that don't cost any more than non-green options.**

Answer these questions:

- ? **What exactly is "Green Building"?**
- ? **Do I need to change the way I build to be a "Green Builder"?**
- ? **What qualifies a building material as a Green Product?**
- ? **Are there tax & competitive advantages for Building Green?**
- ? **Can Building Green make me more profitable and competitive in my market?**

\$25.00 Admission includes Product Expo, Buffet Lunch and Seminars.

For Ticket Information, please call Wausau Supply Co. at 800-236-1528 ext. 13304

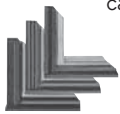
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|--|--|--|--|
| <p>Tuesday, February 5, 2008 Clarion Hotel & Convention Center 525 33rd Avenue SW Cedar Rapids, IA 52404</p> | <p>Wednesday, February 6, 2008 Adventureland Inn 3200 Adventureland DR. Altoona, IA 50009</p> | <p>Tuesday, February 19, 2008 Holiday Inn of Marquette 1951 US 41 West Marquette, MI 49855</p> | <p>Wednesday, February 20, 2008 KI Convention Center 333 Main Street Green Bay, WI 54301</p> |
| <p>Thursday, February 21, 2008 Olympia Resort 1350 Royale Mile Road Oconomowoc, WI 53066</p> | <p>Tuesday, February 26, 2008 The Plaza Hotel & Suites 201 N. 17th Avenue Wausau, WI 54401</p> | <p>Wednesday, February 27, 2008 La Crosse Center 300 Harborview Plaza La Crosse, WI 54602</p> | <p>Thursday, February 28, 2008 WITC Conference Center 1900 College Drive Rice Lake, WI 54868</p> |

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Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Tuesday, January 15: Milwaukee/NARI Monthly Membership Meeting: 11:30 a.m. Lunch

Friday, January 18: Wisconsin Remodeler of the Year Award Dinner – 6:00 p.m.; The Wisconsin Club

Thursday, February 7 – Sunday, February 10: 47th 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

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Phone: (262) 255-7882

E-mail: wandsnider@aol.com

Website: www.wandsnider.com

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Post Job Openings at MATC Site

Milwaukee/NARI members are invited to post job openings on the Milwaukee Area Technical College (MATC) Web site through the school's TechConnect Job System. The soon-to-be graduating students are kept apprised of what is available and you can find a qualified person to add to your staff.

To access TechConnect, follow these steps:

1. Go to the MATC Home Page -- www.matc.edu
2. Select JOBshop from the left-hand side of the screen in the blue box
3. Follow the link for "Employers" to the TechConnect Job System
4. Fill in the necessary information

When posting information on the MATC site, don't forget to do the same on the Milwaukee/NARI Web site. This free service

is listed under "Employment Opportunities" on www.milwaukeeenari.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 résumé on the site for viewing by association members. Many students and those looking to start a career 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.

These are great opportunities to secure a new employee and there's no cost. We strongly encourage you to take advantage of these services to enhance your business.

Holiday Party Silent Auction Raises \$3,300

Due to the generosity of several members who donated prizes and those that bid on the items, \$3,300 was raised for the Milwaukee/NARI Foundation at the annual Milwaukee/NARI Holiday Party on December 7.

We appreciate the efforts of all involved, as the funds raised will be used to provide funds and tools to students enrolled in programs at area schools relating to home improvement and remodeling.



Robin and Paul Kraemer (above), Jill and Chad Liptow (top right), and Angela and John Petruska (bottom right) were some of the big winners in the Milwaukee/NARI Silent Auction at the 2008 Holiday Party.

Media Clippings & Web Site Results

The press clipping results for October 2007 were:

Advertising Value: \$18,412.83

Public Relations Value: \$55,238.49

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

Number of visits: 5,619

Hits: 1,817,110

A Great Marketing Model: Utilizing the Power of Other People's Markets

Staying ahead of the marketing curve seems to be a never-ending quest. Marketing doesn't have to be as complex as some people make it out to be. It's simply a matter of understanding who you are marketing to – your ideal customers – and then coming up with a system that keeps your name in front of them. A huge part of the system is creating enough value for your customers that they want to hear from you.

Reaching Your Markets

Another aspect of marketing is knowing how to continually reach and increase your market in the most cost effective manner possible. One way to increase reach and do so cost effectively is to find other businesses that share a similar market. These can be complimentary businesses and even competitors. What better way to get your foot in the door of a new market than with the endorsement that comes from a joint venture?

Solo marketing efforts are no longer as effective as they were in the past. True strength lies in utilizing the power of joint ventures. It is probably one of the most compelling marketing strategies you can implement. With so many people competing in any given industry, an appropriate joint venture can stretch your marketing dollars and increase your market reach. And do so in a way that people want to do business with you. That is the power of utilizing OPM – Other People's Markets.

Using Other People's Markets

Most people refer to OPM as being Other People's Money. In reality, when you have been given permission by a person or an organization to reach their market, you are in essence using their money. However, this is also a give and take relationship. If you are using their market, you have to be willing to let them use yours.

Over the years I have been involved in numerous partnerships. Some were short term and one time projects, others very long term. I wish I could say that every venture I have been involved with has been successful and without incident, but that is not the case. However, with each situation, whether good or bad, I learned a valuable lesson that I have been able to apply to current and future opportunities.

Key factors before establishing a partnership

First of all, what is the reputation of the person or company you are developing this relationship with? It is important to know that the people you are connecting your name with are reputable, have similar values when it comes to the way they view business, and they treat employees and customers with the kind of respect you would expect. If you have an established customer base that trusts you and you then partner with another company, you are in essence saying, "Do business with this company. I give you my word, they are reputable."

Additionally, is it an equitable relationship? Before making any commitments, determine what the benefit is for each party. What does each company bring to the table that will create a successful partnership? Are you creating a win/win relationship for all parties involved?

Be sure to test the waters. Do not make the mistake of blindly partnering with another company only to find out that the two companies are incompatible. Start with a small project rather than going in for a long-term commitment right away.

Get it in writing

After finding a company you want to partner with, I highly recommend putting everything in writing. A written agreement will help both parties to become clear on how their partnership will work. In many cases, you will want an attorney to review the information and even draw up an agreement. Be sure to utilize the services of someone who has everyone's best interest in mind. When drawing up a written agreement, take into consideration the following: individual and joint roles, how new leads will be handled, and how expenses and revenues will be shared.

Think of your company vision. Who do you know that you could help to create a win/win relationship with? When you are clear on whom you can partner with you will be amazed at what can happen for you, your partners and most importantly, your customers and clients.

Source: <http://www.marketing-magic.biz/archives>

Place an Ad on the Milwaukee/NARI Web Site

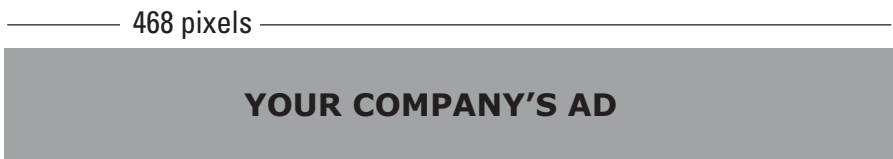
As you plan your advertising budget for 2008, consider allocating funds to have a banner or tile ad on the Milwaukee/NARI Web site.

You'll reach an extremely targeted audience at www.milwaukeeenari.com, as the Web site is averaging more than 8,800 visits each month to date for 2007. In addition, the site is averaging nearly 3,800 unique visitors and an average of nearly 4 million monthly hits.

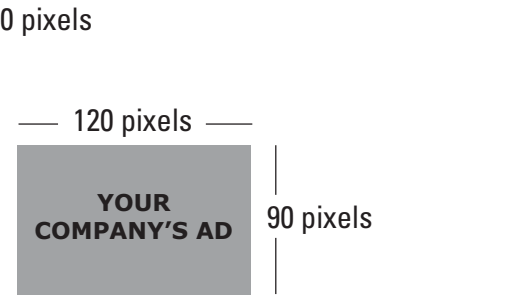
Members can select from the following advertising options:

All rates listed are net. If ad production is needed, a proof of the layout will be sent for approval. If you have a camera-ready ad (GIF or JPEG), it can be sent to dave@rspr.com or patty@rspr.com. Contact Dave Amoroso (ext. 108) or Patty Johnson (ext. 103) at Ron Sonntag Public Relations at 414-354-0200 to reserve your advertisement or for more information.

| BANNER AD <i>includes link to your Web site.</i> | | | | |
|---|---------|----------|----------|-----------|
| 468 x 60 pixels | | | | |
| Run of Site | 1 Month | 3 Months | 6 Months | 12 Months |
| Top of page | \$99 | \$65/mo. | \$54/mo. | \$43/mo. |



| TILE ADS <i>includes link to your Web site.</i> | | | | |
|--|---------|----------|----------|-----------|
| 120 x 90 pixels | | | | |
| Run of Site | 1 Month | 3 Months | 6 Months | 12 Months |
| Side of page | \$80 | \$54/mo. | \$43/mo. | \$32/mo. |



The STARR GROUP
Insurance & Risk Solutions
Starr/Priestaf Enterprises

When?
January 24, 2008
8am - 12pm

Where?
Milwaukee NARI Office
11815 West Dearbourn Avenue
Wauwatosa, WI 53226

How much?
\$49 for NARI members
\$59 for non-members

National Safety Council's Defensive Driving Safety Training Course

National Safety Council's Defensive Driving Safety Training Course

*Presented by Dave Sherry
Sponsored by The Starr Group*

Topics to be covered:

- Personal responsibility and driving
- Definition of defensive driving, preventable collisions and hazard recognition
- Drugs, drinking and driving, physical conditions and emotions
- Recognizing other drivers' behaviors
- Rules of the road, speeding, avoiding collisions, choosing safe and legal behaviors
- The driving equipment and proper maintenance
- Sharing the road with other vehicles and pedestrians
- Occupant safety devices including safety belts and air bags
- Summary of personal commitment to future driving behavior

Participants of this program qualify for .40 CEUs for NARI Certified Professionals.

To register, contact The Starr Group at 414-421-3800, email lkoss@starrgroup.com or visit www.starrgroup.com. Make checks payable to The Starr Group.

5005 Loomis Road . Greenfield . WI . 53220 . 414-421-3800 . www.starrgroup.com

Association Recognizes Industry Advocates

Scott Cline honored six individuals with 2007 President's Awards, created to recognize members of the Milwaukee/NARI Home Improvement Council who've demonstrated an outstanding commitment to community, education, and support of the association's goals.

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

The President's Awards were presented at the association's holiday party to the following members:

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

Mike Heuser, CR – Kelmann Corporation, Wauwatosa

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

Paul Kraemer, CRM, CIC – The Starr Group, Greenfield

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

Mary Kay Siemann – Rundle-Spence Mfg. Co., New Berlin

In addition, the association honored the memory of Ron Ziglinski, the Milwaukee/NARI Consumer Show Floor Manager who passed away in August by renaming the association's Education Center the Ron Ziglinski Education Center. Nick Kerzner, CR, CKBR, made the announcement and presented Patty Ziglinski, Ron's wife, with a plaque recognizing Ron's efforts.



Nick Kerzner, CR, CKBR, Patty Ziglinski, and Scott Cline



Scott Cline and Mike Heuser, CR



Tom Kammerait and Scott Cline



Scott Cline and Paul Kraemer, CRM, CIC



Gary Sannes, CR, CGR and Scott Cline

JANUARY 2008

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|--|---|--|--------|----------|
| | | 1. HAPPY NEW YEAR! Office Closed | 2. | 3. 8:15 a.m.: Foundation Board Mtg. | 4. | 5. |
| 6. | 7. | 8. 11:00 a.m.: Executive Committee Mtg. Noon: Board Mtg. | 9. 7:00 p.m.: NARI Certification Study Group | 10. | 11. | 12. |
| 13. | 14. | 15. 10:00 a.m.: Spring Showcase Seminar at the Italian Conference Center 11:30 a.m.: Monthly Membership Meeting at the Italian Conference Center | 16. 8:00 a.m.: Fall Show Com- mittee Mtg. 10:00 a.m.: Home Im- provement Show Commit- tee Mtg. 7:00 p.m.: NARI Certification Study Group | 17. 8:00 a.m.: Web Site Committee Mtg. 9:00 a.m.: Marketing Committee Mtg. | 18. | 19. |
| 20. | 21. | 22. 8:00 a.m.: Spring Show- case Committee Mtg. | 23. 7:00 p.m.: NARI Certification Study Group | 24. | 25. | 26. |
| 27. | 28. | 29. Noon: Ethics Committee Mtg. | 30. 7:00 p.m.: NARI Certification Study Group | 31. | | |

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- Entry Doors
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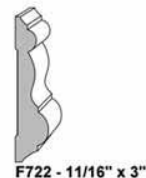
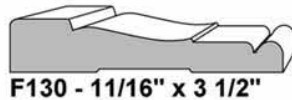
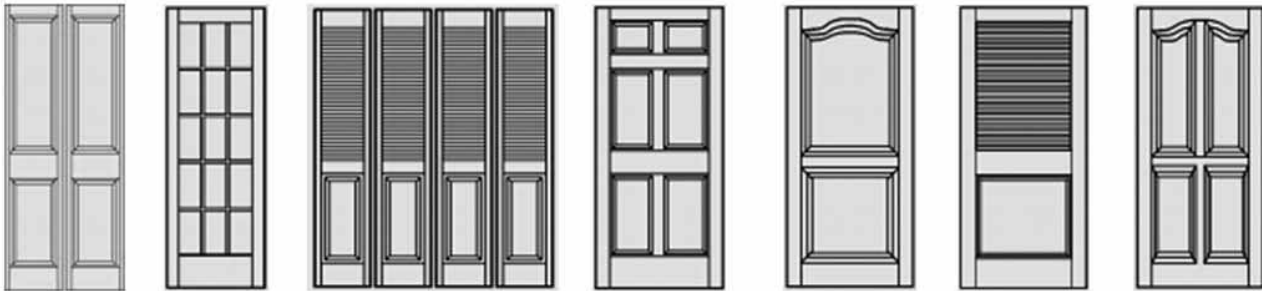
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