

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

NARI CERTIFICATION THE MEASURE OF A GREAT REMODELER

Why Certify? Today's consumer looks for something to distinguish the best from the rest, and having a NARI Certification identifies you as the best of the best. It tells consumers that you are dedicated to the highest standards of workmanship and have proved your knowledge through rigorous testing. No matter how good you think you are, you need a short, concise identifier to let the world know who you are. NARI Certifications provide that identifier. By participating in the study group process, you will meet others with whom to share your skills and learn new ones. The groups have a synergistic effect, raising the bar for all. The end result: You become a much better remodeler.

How to Get Started? Preparation for certification can take place through a study group forum run by the Milwaukee Chapter, or on an individual level by signing up for one of NARI National's Virtual Study Groups. The next round of Milwaukee/NARI's study group meetings will begin on September 8, 2010, and be held weekly (for 10 weeks, including a final review session) from 6:00 to 9:00 pm in the Milwaukee/NARI office. If you are interested in applying for certification, and participating in a Fall 2010 Study Group, please contact the Milwaukee/NARI Office for more information.

Who Should Become Certified? Certified individuals fill all levels of remodeling companies. The Certified Remodeler (CR) may be the president of a large remodeling firm employing 30 employees, the owner of a two-person kitchen and bath remodeling business, or a project manager for a roofing and siding company. You can find Certified Lead Carpenters (CLCs) supervising a whole house remodel, a basement upgrade, or room addition. The Certified Kitchen and Bath Remodeler (CKBR) may be a company owner, kitchen sales specialist, or cabinet installer. These examples represent only a small segment of those with NARI Certifications. No matter your position within your company, one of NARI's certification programs will be a perfect fit for you.

Certification Overview Certification identifies you as a dedicated professional and acknowledges your personal achievements, improves your level of practice, and highlights you as a leader in the industry. NARI Certification is a valuable marketing tool as well, providing customers with assurance that they are choosing expert professionals with years of experience, dedication to ongoing training, and a commitment to ethical conduct. Certified individuals are viewed as better trained, more highly skilled, more knowledgeable, professional and reliable, quality-oriented, and cutting-edge. For more information on the types of certifications offered by NARI and Milwaukee's local study groups, please see the Education/Certification column on page 12.

Important Dates and Deadlines

August 6 –Deadline to Apply for Fall 2010 Certification Study Groups and November Exam
September 8 – First Fall Study Group Meeting
November 13 – Certification Exam Given

Questions? Contact Amanda Dombrowicki at Milwaukee/NARI via phone, (414) 771-4071, or via e-mail, amanda@milwaukeevari.org.

presidents LETTER

The month of July is here and hopefully everyone had a safe and enjoyable Holiday. As the fireworks were going off in my neighborhood, my mind turned to safety. Does your company have a safety program and do you know what it is? Have safety procedures been recently reviewed in your company?

Being involved in disaster restoration I am bombarded daily with tragedy, sometimes things in their control and sometimes only in Mother Nature's control. Our response to these occurrences has become automatic as we follow the same basic general procedures, while sticking with our principals provides us with a pretty standard result. The same process can be used with your company's safety policies and procedures to ensure that all employees are behaving in a safe manner at all jobsites consistently.

You can achieve this consistency by holding regular safety meetings to guarantee that your entire staff is getting the same message at the same time. We cannot depend on our staff, no matter how long they have been with you or how long they have been performing their duties to use common sense on a jobsite. Many times the worst offenders are employees who have been in the business for many years as their confidence that they will not get injured has been bolstered by the fact that they have been lucky so far. Safety should be a top priority everyday and at every jobsite. Another way to encourage consistent safety on a site is to recognize crews who are safe with a verbal mention at a company meeting or a small gift or make them employee of the month. Just develop a program that can regularly reward those employees who are following proper safety procedures.

Does your company have a safety program? If you don't and you aren't sure how to go about establishing one, contact the insurance company that provides you with your corporate insurance coverage, most will provide a safety program at little or no cost to you. Has your company informed you how to handle a jobsite injury? Do you know where to go? Do you know who needs to be informed of the injury? These are all questions that can be answered simply and start the training of automatic correct response when an emergency does occur, increasing the odds that your staff will not incur injuries!

Does your company work with chemicals? Have you seen the Material Safety Data Sheets (MSDS) about those products? These informational sheets will tell your employees the proper handling of those materials in a safe way and how to respond when something goes wrong. Most of us strive to have an incident free site and the better educated our employees are the safer they are. If you don't have a program in place, don't waste another day get started today.

Kind regards,

Diane Ausavich, CR
President

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Milwaukee/NARI Home Improvement Council, Inc.

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

Wauwatosa, WI 53226

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Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

- Thursday, July 1 – STARS
Track 1: 9:30 a.m.; Milwaukee/
NARI Office
- Wednesday, July 14 – Milwaukee/
NARI Foundation Golf Outing:
11:00 a.m. – 7:00 p.m.; Ironwood
Golf Course, Sussex
- Wednesday, July 28 – OSHA
Jobsite Safety Seminar:
8:00 a.m.; Milwaukee/NARI Office
- Friday, September 17 - Sunday,
September 19 – 20th Annual
Milwaukee/NARI Fall Home &
Remodeling Show: Wisconsin
Exposition Center at State Fair
Park
- Tuesday, September 21 -
Milwaukee/NARI Monthly
Membership Meeting:
7:30 a.m. Breakfast; Location TBD
- Thursday, October 14 – Low Cost
Effective Jobsite Mktg Seminar w/
Shawn McCadden, CR CLC:
8:30 a.m. ; Milwaukee/NARI Office
- Tuesday, October 19 -
Milwaukee/NARI Monthly
Membership Meeting:
11:30 a.m. Lunch; MATC
Downtown Campus
- Tuesday, November 16 -
Milwaukee/NARI Monthly
Membership Meeting and Election
Night: 6:00 p.m. Dinner;
The Wisconsin Club
- Wednesday, December 1 -
Contractor of the Year (CotY)
Award Entry Deadline
- Friday, December 10 –
Milwaukee/NARI Foundation
Holiday Party: 6:00 p.m. Dinner;
Italian Community Center,
Milwaukee

For a complete list of activities and committee meetings, go to www.milwaukeeenari.org/calendar-events.php.

Resume & Job Posting Opportunities

Available at www.milwaukeeenari.org

Milwaukee/NARI continues to offer member companies the opportunity to post job openings on the association's web site free of charge. Job postings can be viewed by individuals seeking jobs in the home improvement and remodeling industry.

The free job posting service is located on the web site (www.milwaukeeenari.org) under "Employment Opportunities". To submit a job posting via our web site: 1) Go to "NARI Member Access" and provide the password (Remodeling). 2) Under "NARI Member Job Site Links," select "Add a Job Posting" and complete the information on the form provided. Your information will be available on the web 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 for work in the industry can post their resume on the site for viewing by members. 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 at no cost. We strongly encourage you to take advantage of this service to enhance your business.

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Use Coupons to Lure Buyers

by Kim T. Gordon

Are you looking for a quick way to increase sales? Coupons are back in a big way thanks to the recession and are a hit with virtually all demographics. Plus, coupon promotions are fast and easy to implement.

Since coupons carry an expiration date, they provide the money-saving incentive to draw customers plus the urgency to buy right away. Plus, coupon promotions are equally attractive to upper and lower-income households, making them a speedy, smart way to increase sales.

Online coupons spur immediate action. Whether consumers buy in stores or online, they're researching and shopping on the Internet before making a purchase. So it's no surprise that the convenience of online coupons make them popular with customers. In fact, as many as 62 percent of adults look for coupons for online stores before making a purchase, according to a Benchmark Survey on Consumer Coupon Behavior by Harris Interactive for RetailMeNot, a coupon website.

Send coupons by e-mail: Customers who've registered to receive your e-mails are your best prospects. Reward them--and win immediate sales--by e-mailing coupons for online and off-line savings. Invite customers to "Present this e-mail at time of purchase."

Offer savings on your main web page: With consumers scrutinizing every purchase, they're visiting more websites and spending less time per page than ever before. That means your main page has to grab and hold them with a strong coupon offer. Feature your offer prominently or add a new entry page with your coupon. Integrate your coupon promotion with your overall campaign by using your other marketing tactics to drive shoppers to your website in order to take advantage of your offer.

Post on coupon sites: Thirty-five percent of all online adults visit coupon websites at least occasionally, according to the Harris Interactive survey. These sites are growing in popularity, and while some charge for posting coupons, others are free. Most allow customers to search for savings by product category, and a few, including couponcraze.com and dealcatcher.com, help shoppers find locally available coupons. If you want to reach dedicated coupon users, evaluate the top coupon sites and test market your offers at several.

And consider using off-line tactics to stimulate sales. There are direct mail companies that can mail your coupon along with others to households in targeted zip codes. Or you can direct mail your own coupon to customers in a narrow geographic market area, such as a 10-mile radius surrounding your business.

Newspaper ads continue to perform when they carry the right coupon offer and the paper's readership closely matches the advertiser's target audience.

No matter how you distribute them, you can be sure customers will respond to the savings and convenience of coupons.

Source: Kim T. Gordon, www.entrepreneur.com/marketing

June Consumer Seminar

Thank you to Mark Barber, of Milwaukee Lead/Asbestos Information Center, Inc. for participating in the June 9, 2010, consumer seminar on the Renovation, Repair and Painting (RRP) Rule.

The seminar took place in the Milwaukee/NARI Ron Ziglinski, CR Education Center.



Media Clippings & Web Site Results

The press clipping results for April 2010 were:

Advertising Value: \$160,000.29
Public Relations Value: \$480,000.87

Regarding the association web site, results for May 2010 were:

Number of visits: 6,483
Hits: 3,153,531

Stephanie Quinn, CKBR Recognized by 2010 Mayor's Design Awards

Congratulations to interior designer Stephanie Quinn, CKBR, of the OAR Group, Inc., for her work in collaborating on a unique design concept for the Tonic Tavern, 2335 S. Kinnickinnic Ave. The tavern, a renovated turn of the century carriage building, was recently recognized by Mayor Tom Barrett as he unveiled the 2010 Mayor's Design Awards for contributing to the design excellence of urban landscape. The Tonic Tavern was one of the winners in the "Design That Grabs You" category, awarded to projects that have great curb appeal, street engagement, inviting exteriors, welcoming entries and gathering spaces for the public.



pictured above: Stephanie Quinn, CKBR, with Mayor Tom Barrett

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membership COMMITTEE

Make the Most of Your Membership!

There is no limit to the amount of exposure your business has through Milwaukee/NARI. Whether it is a booth at one of the home shows, or the display of our logo on your marketing materials, the investment in your membership can help grow your business!

Consider the following opportunities:

Attend the Milwaukee/NARI Monthly Membership Meetings – These meetings are held throughout the Greater Milwaukee Area and are alternated between breakfast, lunch or dinner. Well attended by our members, they provide an excellent opportunity for you to network with other industry professionals and increase your business connections.

Join a Committee – Most Milwaukee/NARI Committees meet once a month. Becoming active on a committee ensures that your ideas will be shared with the organization and opportunities to learn from other committee members as well.

Volunteer at a Milwaukee/NARI Sponsored Event – The time invested at events such as the Spring & Fall Home Improvement Shows and the Milwaukee/NARI Foundation Rummage Sale is well spent when you consider your direct connection with consumers, combined with the opportunity to network with other Milwaukee/NARI Members.

Submit a Project - Enter your project into the *Annual Tour of Remodeled Homes* or for judging in the *Wisconsin Remodelers Awards*. This is a unique opportunity to showcase your finest work to colleagues and consumers, gaining recognition for your efforts.

Be a Guest Speaker at a Membership Meeting or Consumer Seminar – Are you an expert in your field? Share your knowledge with others, while simultaneously building your credibility with consumers and business professionals.

Use the Milwaukee/NARI Logo on Your Marketing Materials – As a member of Milwaukee/NARI, you share a unique identity with other professionals. Proudly display the Milwaukee/NARI Member logo on your business cards, stationery, ads, signs, brochures and vehicles. Use of the logo promotes the fact that you are a business exhibiting ethical conduct and sound business practices.

Take Advantage of Milwaukee/NARI Advertising Opportunities – Complement your business marketing strategy with an ad in our member newsletter, consumer newsletter. Purchase a tile or banner ad on our website or a hyperlink from our website to yours. Any of these options are available at competitive prices, making added exposure easy!

Become a NARI Certified Professional – Create a distinction from your competition by obtaining a Milwaukee/NARI professional certification. With eight to achieve, these designations demonstrate your commitment to the industry as well as your knowledge and experience.

If you would like more information on making the most of your membership, please contact our office.

The following applications were recently approved by the Milwaukee/NARI Board of Directors:

Adonnis Waterproofing, Sewer and Drain Company, Inc. –
Basement Waterproofing, Foundation Stabilization
10520 S. Howell Avenue • Oak Creek, WI 53154
414-764-1890 • Alan Polinski

Beautiful Cleaning, Inc. – Cleaning-Commercial/Construction
260 Regency Court #105 • Brookfield, WI 53045
262-317-1003 • Mary Kons

Bishop Door Sales Co. – Garage Doors & Openers
756 Grand Avenue • Hartford, WI 53027
262-670-8585 • Brian Blankenheim

Brandt Molded Marble-Marble/Cultured Marble/Tile Products
N57 W13264 Reichert Avenue • Menomonee Falls, WI 53051
262-373-1163 • Glen Brandt

The Cabinetry Shop, LLC – Kitchen Remodeling
1800 N. Main Street • Racine, WI 53402
262-633-4047 • David Barczak

Enders Asphalt, LLC – Asphalt Paving
N85 W14052 Fond du Lac Avenue • Menomonee Falls, WI 53051
414-737-8423 • Dale Enders

Hickory Homes Construction – Additions, Basement Remodeling,
Bathroom Remodeling, Cabinets, Custom Homes, Design-Build,
Fire & Water Restoration, Garage Builders, General Contractors,
Kitchen Remodeling, Recreation Rooms, Remodeling-General,
Remodeling-Rehabilitation, Remodeling-Restoration, Sunrooms
N79 W25065 Hickory View Lane • Sussex, WI 53089
262-246-4950 • Thomas S. Metzger

Northwest Roofing, Inc. – Roofing, Roofing-Flat
4165 Kennedy Circle N • Colgate, WI 53017
262-628-3080 • Wayne Ingham

R.J. Builders, Inc. – Remodeling – General
5321 N. Port Washington Road • Glendale, WI 53217
414-332-3200 • Jim Czerwinski

Shamrock Tile, Inc. – Ceramic Tile/Ceramic Products
5343 Beaver Dam Road • West Bend, WI 53090
262-629-9988 • Brian Hults

Schroeder Woodworks - Cabinets
S87 W22504 Edgewood Avenue • Big Bend, WI 53103
262-662-2037 • Scott Schroeder

Superior Surfacing Corporation – Counter Tops
4633 S. 108th Street • Greenfield, WI 53228
414-235-3090 • Jeannie Hoefler

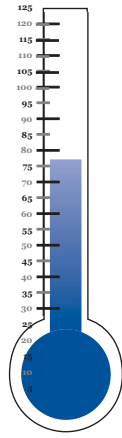
Timberline Construction of WI, Inc. – Carpentry/Contractor,
Remodeling General
W260 N8631 Hwy 164 • Hartland, WI 53029
262-246-3312 • Timothy Zabrowski

Membership Committee continued on pg. 7

Membership Committee continued from pg. 6

Unique Stone Products – Stone Products & Services
PO Box 428 • Butler, WI 53007
262-783-5848 • Doug August

Wisconsin Stone Design – Stone Products & Services
2025 E. Birchwood • Cudahy, WI 53110
800-669-4963 • Mike Gross



RECRUITMENT GOAL: 125
NEW MEMBERS
CURRENT: 77

Congratulations to these companies! They have taken an important first step in meeting today's business challenges. We welcome the contribution of their ideas and strategies to benefit our members, as well as their participation in some of the many functions hosted by Milwaukee/NARI.

We would like to thank the following member(s) for their recent recruitment efforts. They will be issued a boarding pass to our August Dinner Cruise – make sure YOU can join us by helping to secure a new Milwaukee/NARI member!

Mark Brick, CR CGR – B & E General Contractors, Inc.
Rick Burbach, CR – Burbach Builders, LLC
Rick Dahl – America In-Home
Pat Devereux – Stone Oak Landscapes
Nick Kerzner, CR CKBR – Kerzner Remodeling & Construction
Susan Montie, CSP CAPS – Advanced Communication Specialists
Ray VonGunten – Valley Technologies, LLC
Tom Weiher, CR CKBR – Carmel Builders, Inc.
Robert Zidar - CRC Concrete Raising Corporation

Regretfully, the following companies have chosen to discontinue their membership.

Angelbrooke Creations Woodwork and Carpentry
Electrical Concepts
Herr Well Drilling
Jeffrey A. Jung
John Beres Builders
Kitchens & Baths Expo
Roosevelt, W.A. Co.
Sign-A-Rama of Milwaukee, LLC
Signature Etching, LLC
Skirrow Design Build, LLC
Thrivent Financial for Lutherans
Thunder Packaging & Fastener Company, LLC
Wausau Supply

We thank them for their past participation and wish them well in the future.

If you know of a business that could benefit from Milwaukee/NARI membership, please forward their contact information via email to: raeann@milwaukeeenari.org or call the chapter office at 414-771-4071.

Curb Appeal Sells Homes



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Got NARI?

Congratulations to ProSource Wholesale Floorcoverings and Plumbdoc, LLC for adding the NARI logo to their business cards. If you've recently incorporated the NARI logo into your printed business materials and would like your info featured here, please contact Amanda Dombrowicki at the Milwaukee/NARI Office.

ProSource
Wholesale Floorcoverings

STEVE WAMSER
Showroom Manager

6615 West Mill Road
Milwaukee, WI 53218
414 358-8868 Ext. 102
414 690-2533 Cell
414 358-8875 Fax
swamser@prosourcewi.com
www.prosourcefloors.com/milwaukee

ASB MBE NARI

"Your Source For Floors®"

PLUMBDQC, LLC
www.plumbdoc-online.com

NARI Rick Laabs BBB

Service/Remodeling & New Construction

Cell (262)397-6888
Fax (262)670-0861
Office (920)387-9513

Registration Deadline for Foundation's July 14th Golf Outing Quickly Approaching

There's still time to sign up for the 2010 Milwaukee/NARI Foundation Golf Outing scheduled to take place on Wednesday, July 14, at Ironwood Golf Course in Sussex. Don't miss the fun and camaraderie of the day by sharing in the enjoyment of a relaxed round of golf, good food, and fabulous prizes.

In addition, you'll have an opportunity to bid on a variety of silent auction items, including...

- Noah's Ark Passes (2), \$25 Hand & Stone Massage gift card, and \$20 Il Mito gift certificate from WJZX-FM 106.9
- Milwaukee Brewers Tickets (2) from WOKY-AM 920/WISN-AM 1130
- \$100 gift certificates (2) for Quit Qui Oc Golf Club and a \$50 Ward's House of Prime gift certificate from WTMJ-AM 620
- One surface street billboard for one month from Clear Channel Outdoor
- Premier sports chair from WKLH-FM 96.5/WHQG-FM 102.9
- Milwaukee Brewers Tickets (4) from United Products Corporation
- Prince Fielder autographed baseball courtesy of Milwaukee Journal Sentinel

Foundation Corner continued on pg. 9



- Saturday, September 11, Kettle Moraine Jazz Festival Tickets (2) from Ron Sonntag Public Relations, Inc.
- Four (4) Noah's Ark Tickets from OnMilwaukee.com
- Weekend Stay at the Hilton Garden Inn - Milwaukee Park Place from Hilton Garden Inn - Milwaukee Park Place
- The Remodeler's Guide to Making & Managing Money from Remodelers Advantage/Victoria Downing
- The Remodeler's Marketing PowerPak from Remodelers Advantage/Victoria Downing
- Mastering the Business of Design/Build Remodeling from Remodelers Advantage/Victoria Downing
- 101 PowerTips from Remodelers Advantage/Victoria Downing
- Banner and tile ads on the association web site for one year; One-year association membership renewal; Three (3) half-page ads in association newsletter; and Three (3) Milwaukee/NARI dinner/lunch/breakfast meetings for two, all courtesy of the Milwaukee/NARI Home Improvement Council Inc.

Be sure to send in your registration for a foursome or a single. Call the Milwaukee/NARI office at 414-771-4071 for more information.



Holiday Party Date & Location Selected

Mark your calendars... The 2010 Milwaukee/NARI Foundation Holiday Party will take place on Friday, December 10, 2010, at the Italian Community Center in Milwaukee. The evening's festivities will include a sit-down dinner, cash bar, member showcase displays, silent auction, award presentations, Toys for Tots donation collection, DJ, and dancing.

Come celebrate the holiday season with your Milwaukee/NARI colleagues and friends. This is one event you won't want to miss!



September 17-19
2010
Friday-Sunday



Bring Inspiration Home

Wisconsin Exposition Center
at State Fair Park

Exhibit Hours:
Friday: 11am to 9pm
Saturday: 10am to 9pm
Sunday: 10am to 5pm

Fall into the best advertising...

Book your exhibit space for the
20th Annual Milwaukee/NARI
Fall Home & Remodeling Show

A 10x10 booth space = \$ 775

Thousands of potential customers
walking by your booth = PRICELESS

Please contact the Milwaukee/NARI office today
at 414-771-4071 to reserve your space

Brunsell Architectural Woodwork is a division of Madison-based Brunsell Lumber & Millwork. Since 1938, Brunsell has been a leading name in building material supply, and the first choice of professional builders and Remodelers demanding quality, craftsmanship, and the highest level of customer service.

“At Brunsell, you will find every building product you need to take your project from foundation to roof,” said Les Mathson, vice president of the Millwork Division. “Having our own manufacturing facility allows us to create products to match existing conditions and/or design points from custom mouldings to cabinets, stairs, mantels, and more.”

Brunsell, a member of NARI for 20 years, also operates a building component division in Mt. Horeb that manufactures trusses and wall panels. In June 2009, Brunsell opened its new sales office and showroom in Hartland.

“The showroom emphasizes our custom woodworking manufacturing capabilities with thoughtfully designed, and artistically manufactured custom cabinets, mouldings, beams, columns, mantel, paneling, and stairs,” Mathson said. “The custom products are manufactured in our Madison plant by very experienced artisans who take pride in their craftsmanship.”

The showroom also features a wide selection of interior and exterior doors along with Andersen and Weather Shield windows.

“Our 72-year history as a well-respected lumber and building materials dealer and manufacturer speaks volumes to our commitment to the remodeling industry,” Mathson said. “Our integrity and reputation resonates with our customers. When they notice our NARI affiliation, they realize we’re a member of an association that shares the

same vision and purpose.”

As a NARI member, Mathson said he welcomes the networking opportunities, and appreciates the professionalism and integrity NARI brings to the industry. “I believe other members would appreciate the respect we have for their business,” he said. “We work very hard to earn their trust and confidence and we always conduct ourselves in an ethical and honest manner. We have many repeat customers because they know they can trust us. We treat our customers with respect and honesty because they know we value their business and will never take their relationship for granted.”

Mathson noted that Brunsell could be a key resource for other NARI members. “We would like our customers to use us as a reliable and trustworthy source of information and expertise. Our teamwork approach helps them succeed with less effort.”

Mathson said that NARI offers its members a good marketing strategy through its annual awards, and it makes good business sense to pursue them. “I believe fellow NARI members should compete for awards,” he said, noting that Brunsell has been the recipient of several CotY awards. “I believe winning NARI awards brings credibility and prestige to the company, and also to NARI.”

Additionally, homeowners should seek the expertise of a professional contractor. “Homeowners want to believe they possess the necessary knowledge to handle the project without a contractor only to realize they are in over their head,” he said. “They need to spend the money to hire an experienced designer/architect and a contractor experienced in the scope of the project.”

Set your business apart from the rest!



Introducing STARS “State-of-the-Art” Remodeling Specialists

- Continue to improve the brand and image of NARI in the eyes of the consumer
- Elevating the level of skill and professionalism of all members
- Providing education and consistent training to those members in-need
- Receive NARI Certification credentials

Beginning Thursday July 1st, 2010 at the Milwaukee/NARI Ron Ziglinski, CR Education Center

Five educational tracks will be offered monthly

Completion of all five tracks will earn your business a certified Milwaukee/NARI “STAR”

Space is limited... sign up today!

Please contact the Milwaukee/NARI office today, at 414-771-4071, for more info or to register.



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STARR GROUP INSURANCE PROGRAM FOR MILWAUKEE/NARI MEMBERS

RESULTS TO DATE:

Member Premium Savings:
\$367,179

Milwaukee/NARI Members in
the program:
84

Contribution to Milwaukee/
NARI Foundation:
\$21,866 and COUNTING!

Built with you in mind!

5005 Loomis Road 414-421-3800 p
Greenfield, WI 53220 414-421-6145 f
visit us at
www.starrgroup.com/milwaukeevari

"I had a very long term relationship with my prior agency (approximately 20 years). I quickly realized that The Starr Group was truly interested in saving me money while managing my cost of risk through their Risk Reduction Services. I highly recommend other Milwaukee/NARI businesses talk with The Starr Group today."

Terry Buss
Owner
Suburban Asphalt Co., Inc.



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

What you can expect with your exclusive STARR GROUP INSURANCE PROGRAM for MILWAUKEE/NARI MEMBERS

- Errors & Omissions including Carpentry
- 5% additional discount for Milwaukee/NARI members insured with The Starr Group and Frankenmuth Insurance Company
- Continuous monthly automatic credit card payment option
- Automatic Limited Fungi or Bacteria Liability Coverage \$50,000
- Automatic Employment Practices Liability
- Expanded Trade Show & Booth Coverage

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

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



NARI Certification Update

Take Your Business in a New Direction: Sign up for the Fall 2010 NARI Certification Exam and Study Group. Obtain NARI Certification and set yourself apart from the competition. Show that you're on top of the latest remodeling methods and products. Increase your credibility amongst potential clients.

NARI Certification Programs

CR – Certified Remodeler
CRS – Certified Remodeler Specialist
CKBR – Certified Kitchen and Bath Remodeler
CLC – Certified Lead Carpenter
CRA – Certified Remodeler Associate
GCP – Green Certified Professional
UDCR – Universal Design Certified Remodeler
MCR – Master Certified Remodeler

Milwaukee Certification Study Groups Offered

CR – Certified Remodeler
CKBR – Certified Kitchen and Bath Remodeler
CLC – Certified Lead Carpenter
GCP – Green Certified Professional - NEW!

Important Dates and Deadlines

August 6 –Deadline to Apply for Fall 2010 Certification Exam and Study Groups

September 8 – First Fall Study Group Meeting

November 13 – Certification Exam Given

Questions? Contact Amanda Dombrowicki at Milwaukee/NARI via phone, (414) 771-4071, or via e-mail, amanda@milwaukeevari.org.

Commerce-Approved Education

When it comes to continuing education, Milwaukee/NARI offers the professional remodeler everything, all under one roof. Whether it's earning CEUs toward NARI Certification/Recertification or State of Wisconsin Department of Commerce Dwelling Contractor Qualifier credit hours, there's no need to look any further than Milwaukee/NARI for your educational needs. Select the sessions you want to attend from a schedule of monthly, 90-minute seminars and you'll be covered when it comes to continuing education!

Cost: \$15 for Members / \$25 for Non-Members

July 28

Reoccurring Code Issues

August 25

What's New in Insulation?

September 29

How the Estimating Process has been Affected by the New Lead Law

October 27

New Trends and Technology in Lighting

January 26

HVAC Technology (Forced Air, Radiant Systems, Electric vs. Hot Water)



Display Your Certification Proudly

The **Fall Show** is just around the corner... All companies with a NARI Certified Professional(s) on staff are encouraged to display their certifications in their booth by hanging your Certified Professional rocker panel.

NARI Certified Professionals are known as the best of the best, and consumers attending the Fall Show should know that you are committed to the professionalism of the industry through your certification accomplishments!

Have a NARI Certified Professional on staff and haven't purchased your rocker panel yet? There is still time to place your order!

Contact Amanda Dombrowicki at the Milwaukee/NARI office to purchase your **NARI Certified Professional Rocker** and **stand out from the crowd!**



Low Cost Effective Jobsite Marketing with Shawn McCadden, CR CLC

We are proud to announce that Milwaukee/NARI was selected as the recipient of NARI's 2010 Home Depot Speaker Sponsorship, and as such will be hosting a seminar entitled Low-Cost Effective Jobsite Marketing with nationally-known speaker Shawn McCadden, CR, CLC, on Thursday, October 14, 2010 from 8:30 am to 10:30 am in the Milwaukee/NARI office.

Shawn McCadden is a nationally-known columnist, speaker, business trainer and award-winning remodeler. As a Certified Remodeler and Certified Lead Carpenter, McCadden has more than 30 years of experience in the remodeling and new home construction industry. He was the owner of his own multi-million-dollar design/build remodeling business, Custom Contracting, Inc., in Arlington, Massachusetts until he sold that business in May 2004, was the co-founder of the Residential Design/Build Institute, which trained best business practices to remodelers and contractors across the nation and served as Director of Business Innovations for DreamMaker Bath and Kitchen.

Today, as a remodeling consultant, Shawn works with aspiring remodelers, helping them discover, identify and achieve their professional and personal goals. Shawn has received many industry awards including several NARI CotY Awards, Remodeling Magazine's BIG50, QR Magazines Top 500 and NARI's Harold Hammerman Sprit of Education Award.

More details on this seminar will be coming in the mail soon. For more information or to register for the seminar, please contact the Milwaukee/NARI office, (414) 771-4071.

Membership Recruiting Dinner Cruise

Ship Ahoy!

The Voyageur Yacht will set sail from the Milwaukee Boat Line Dock at 101 W. Michigan Street for a Scenic dinner cruise on Lake Michigan/Milwaukee River on Wednesday, August 11th.

You are entitled to join us complimentary if you helped recruit one or more new members between January 1, 2010 – June 30, 2010. If you recruited one new member, your dinner cruise is complimentary and you may bring a guest at a special rate of \$45.

If you recruited two or more new members, you and your guest are complimentary.

All Aboard! – The following individuals have assisted us in our recruitment efforts this year and will receive further details via mail about this exciting event!

Wayne Abendschein – 1st Choice Heating & Cooling, Inc.

Rick Bartelt – Bartelt, The Remodeling Resource

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

Rick Burbach, CR – Burbach Builders, LLC

Tom Callen – Callen Construction, Inc.

Rick Dahl – America In-Home

Pat Devereux – Stone Oak Landscapes, Inc.

Rob Domensky – ABC Supply Company, Inc.

Eric Erickson – FloorQuest Milwaukee, LLC

Richard Froze – Froze Design & Build, Inc.

Paul Gaertner – White Dog Photography & Design, LLC

Patty Johnson – Ron Sonntag Public Relations, Inc.

Nick Kerzner, CR CKBR – Kerzner Remodeling & Construction

Cory LeFever – LeFever Roofing



David Markwiese – Nationwide Window & Floor Coverings

Susan Montie, CSP CAPS – Advanced Communication Specialists

John Nehmey, CR – Nehmey Construction, Inc.

John Phillips – The Cabinet Maker, LLC

Jim Pitzen, CR – Pitzen Design, Ltd.

Ray VonGunten – Valley Technologies, LLC

Cheri Ware – Ware Design, LLC

Tom Weiher, CR CKBR – Carmel Builders, Inc.

Bob Zidar – CRC, Concrete Raising Corporation

Brian Zuern – Zuern Building Products

We thank you for referring new members to our organization and are looking forward to an evening of good food and fun!

If you believe your name was overlooked, please contact the office.

Question: At what point should a crack in a masonry chimney's clay flue liner be recommended for repair?

Answer: The standard of care for clay flue liners in chimneys is in the National Fire Protection Association 211 national standard. It states that when a flue is cracked or has voids and can no longer contain the byproducts of combustion (flue gases, heat, moisture, or creosote) it shall be repaired or replaced.

Sometimes the cracks and voids are obvious, indicating the flue can no longer perform its intended purpose of containing the byproducts of combustion and should be repaired. If a flue tile section is cracked through its vertical two-foot length, its considered to be compromised and should be repaired or replaced. The reason for this is exhaust gas temperatures cause flue tiles to expand and a vertical crack that appears to be closed can open up to over one-half inch wide allowing the byproducts of combustion to be trapped outside of the flue and collect on the interior walls of the masonry chase. After repeated heating and cooling cycles, creosote and debris get lodged in the crack and the clay liner goes through what is referred to as a ratcheting effect causing the crack to get even wider. This creates a situation where the chase is attacked from the inside out by creosote, acidic condensate, and excessive heat.

The best way to determine the integrity of a flue is by internally scanning the flue with a closed circuit camera for cracks and voids. If the cracks are in the top six feet of the chimney, many times the old tiles can be broken out and replaced with new clay flue tiles. If the damage extends below six feet, the chimney should be relined using an appropriate listed metal liner or a listed cast in place relining system.

The integrity of a flue liner is very important and serves to conduct excessive heat and byproducts out of the chimney, protect the chimney chase, along with providing proper draft to the appliance connected to the flue.



Howard Rowell, CCS, CDET

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SIGN UP TODAY FOR ALL 5 TRACKS AND RECEIVE
THE PACKAGE PRICE OF* **\$100**

STARS TRACKS

1.	NARI & You "Build Your Business Together"	<i>Thursday, July 1 9:30 am to 11:00 am</i>
2.	Subcontractor and Supplier Management This track offers 1.5 Dept. of Commerce Dwelling Contractor Qualifier CEUs	<i>Thursday, August 5 9:30 am to 11:00 am</i>
3.	Communication Skills: Establish standards for communication, and proactive information sharing with customers	<i>Thursday, September 2 9:30 am to 11:00 am</i>
4.	Project Management This track offers 1.5 Dept. of Commerce Dwelling Contractor Qualifier CEUs	<i>Thursday, October 7 9:30 am to 11:00 am</i>
5.	Legal and Insurance This track offers 1.5 Dept. of Commerce Dwelling Contractor Qualifier CEUs	<i>Thursday, Nov. 4 9:30 am to 11:00 am</i>

Track sponsored by
Weather-Tek Design Center, Inc.



Track sponsored by
von Briesen & Roper, s.c.



*Cost - \$39 Per Track for Milwaukee/NARI Members

Please contact Milwaukee/NARI via phone, 414-771-4071, to make reservations or complete the application form and fax to 414-771-4077

SPONSORSHIP OPPORTUNITIES AVAILABLE FOR EACH TRACK...Contact
Dave Amoroso with Ron Sontag Public Relations at 414-354-0200 ext. 108

Space is limited...Sign up today!

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JULY 2009						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1. 8:00 a.m. STARS Committee Mtg. 8:15 a.m. Foundation Board Mtg. 9:30 a.m. STARS Track 1	2.	3.
4.	5. OFFICE CLOSED	6.	7. 12:00 Noon Ed/Cert Committee Mtg.	8.	9. 8:30 a.m. Membership Committee Mtg.	10.
11.	12.	13. 11:00 a.m. Executive Committee Mtg. 11:45 a.m. Board of Directors Mtg.	14. 11:00 a.m. Milwaukee/NARI Foundation Golf Outing	15.	16.	17.
18.	19.	20.	21. 8:00 a.m. Fall Home & Remodeling Show Committee Mtg. 10:00 a.m. Home Improvement Show Committee Mtg.	22. 9:00 a.m. Marketing Committee Mtg	23.	24.
25.	26.	27. Noon Ethics Committee Mtg.	28. 8:00 a.m. OSHA Jobsite Safety Seminar	29.	30.	31.