

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

newsletter

June 2008

MILWAUKEE/NARI FOUNDATION GOLF OUTING WEDNESDAY, JULY 16, 2008

IRONWOOD GOLF COURSE
W270 N6166 MORAIN DRIVE, SUSSEX, WI

COST: \$145.00 per person, which includes:

- Green fee and half share of power golf cart per twosome (golf carts are mandatory)
- Range balls
- “Hassle-free” Bracelet - Entry in the MATC, WCTC and Community High School Prize Hole Contests, Entry in the Putting Contest, One Mulligan for use on course, and Entry in the “Power Drive Hole”
- Lunch - served 11:30 a.m. - 2:30 p.m.
- Noon Shotgun start
- Drink tickets for free beer and soda while on golf course
- Putt-off - 5:30 p.m.
- Silent Auction - 4:30 - 6:00 p.m.
- Hors d’oeuvres - 5:00 p.m.
- Registration for dinner - 4:30 - 6:00 p.m. Dinner served at 6:00 p.m.

NO METAL SPIKES are allowed on course.

Sponsorship and donation benefits: Recognition in all promotional materials, as well as our newsletter; prominent signage both at the outing and at dinner; a fantastic opportunity to expose your firm to a specifically targeted audience.

Dinner only: \$35.00

Golf Only: \$125.00

Special Events: Many special events will be taking place during the course of play, including exciting giveaways on select holes. Be sure to participate and be a LUCKY WINNER!

Reservations: Prepaid registration only. “Shotgun” start time of Noon, using a scramble format. Scramble is taking the best tee shot of the foursome and everyone hitting their ball from that point. After everyone hits his or her ball from that position, the next shot is from the best position of that shot, and so on until the hole is completed.

Registration: 10:30 a.m. - 11:45 a.m.

Guests are invited: Members are encouraged to bring their staff, guests, and family to the outing. Also, many people in our industry are being invited directly through this announcement.

Silent Auction: 4:30 - 6:00 p.m. Once you have put your clubs away and freshened up, join us on the deck for cocktails and hors d’oeuvres during which a silent auction will be held. Plan to put your bids on various items and hopefully go home a winner!

Sponsors and Co-Sponsors: We invite all our members to be sponsors or co-sponsors of this event; i.e. PLATINUM: \$500.00 or more, includes two golf packages, GOLD: \$300.00 - \$499.00, includes one golf package, SILVER: \$100.00 - \$299.00, BRONZE: \$50.00 - \$99.00, GOLF CARTS: \$1,500.00 (Minimum co-sponsorship of \$300.00), LUNCH: \$1,000.00 (Minimum co-sponsorship of \$500.00), REFRESHMENT CART (2): \$700.00 each (Minimum co-sponsorship of \$350.00), DRIVING RANGE: \$300.00, HORS D’OEUVRES: \$500.00 (Minimum co-sponsorship of \$250.00), PAR 3 HOLE SPONSORS: \$200.00 (Signage at the tee, staffing at the tee, and name on sponsorship board), HOLE SPONSORS: \$100.00 (Signage at the tee and name on sponsorship board), WRIST BANDS: \$500.00, WHEELBARROW OF BEVERAGES: \$500.00 (minimum co-sponsorship of \$250.00), GOLF BALLS with COMPANY LOGO: \$500.00, plus provision of 144 sleeves of golf balls, PUTTING CONTEST: \$500.00, plus provision of a prize with a value of \$500.00, HOLE-IN-ONE CONTEST: Contact the NARI office at 414-771-4071 for information.

In order for us to have the proper reservation count for both golf and dinner, send in your registration and check TODAY! If you have any questions, call 414-771-4071.

presidents LETTER

By Memorial Day Weekend, the price of gas has risen to over \$4 per gallon. This is in addition to the rising costs of groceries and other commodities that consumers need before they can pursue more luxury items, including home improvement and remodeling projects. The impact of this trying economy is affecting each of us, whether it's the supplies we need to order for projects, fuel for our fleet, or our own personnel expenses, remodeling business owners today have to adjust.

On a positive note, homeowners still need to make decisions on whether to build a home, sell their home, or remodel their home. Many contractors and consumers that I've spoken with and some industry experts are telling me that people are deciding to remodel or update their homes rather than enter the unstable real estate market. These decisions to remodel tend to be more on the line of improving their home that they decided not to sell, rather than to remodel their homes to increase the resale value for an upcoming move.

While I hear the reaction by consumers is to remodel rather than sell or build, I tend to believe that the overall size of the projects will be down. As a remodeling company, how have you adjusted to ensure future business? Following are some suggestions:

- Discuss with your accountant if adding a fuel surcharge to your invoices is wise.
- When discussing projects with consumers, suggest more economical products.
- Emphasize cost savings or home efficiency as a benefit to their project.
- Market your services more heavily in your area to attract jobs that can reduce vehicle fuel expense.
- Be cautious in your quotations if you are selling products that are seeing more frequent increases in prices by the manufacturers.
- Seriously consider exhibiting in the Milwaukee/NARI Fall Home & Remodeling Show to meet with consumers who are committed to improving their homes.

Finally, promote your Milwaukee/NARI affiliation to distinguish your company from those companies bidding on projects that aren't association members. When consumers are forced to make hard choices on where to spend their hard earned dollars, they will want to work with a contractor that meets and abides by the ethical and professional standards that Milwaukee/NARI requires from its contractors.

Best regards,

Scott Cline
President

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Milwaukee/NARI Home Improvement Council, Inc.
11815 W. Dearbourn Avenue, P.O. Box 26788
Wauwatosa, WI 53226
Office Phone: (414) 771-4071
Web Site: www.milwaukeeenari.org
E-Mail: info@milwaukeeenari.com

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

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

Second Vice President: Diane Ausavich, CR –
Carl Krueger Construction, Inc., Milwaukee

Third Vice President: Kevin Anundson, CR, CKBR –
The OAR Group, Elm Grove

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

Treasurer: Tony Rink, CR –
Renovators Ltd., Brookfield

Executive Director: David Feldner, CAE

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Media Clippings & Web Site Results

The press clipping results for March 2008 were:

Advertising Value: \$59,966.21

Public Relations Value: \$179,898.63

Regarding the association Web site, results for April 2008 are as follows:

Number of visits: 10,651

Hits: 3,768,317

How to Become a Marketing Genius

Effective marketing is vitally important no matter what business you're in. Anyone can become a virtual marketing genius equivalent by doing one simple thing: testing.

That's what marketing expert Jay Abraham said about this vital key to marketing success.

Testing - learn how to market effectively

In other words, learn how to test various elements of your marketing to find which of them really work - and which don't - and you can learn how to market effectively.

Notice that Jay did not say that by testing, anyone would BECOME a marketing genius. He said "marketing genius EQUIVALENT." In other words, if you're willing to do what most marketers don't do - test, and adjust accordingly - the results can be the same.

Yes, by testing, you can generate the same results as a marketing genius, without having to be one.

Dramatic increases in response

Despite the dramatic increases in response that can be gained through scientific testing, most marketers and copywriters today still don't take advantage of it. Still others either don't test enough, or don't test properly.

One reason many don't test is that by focusing on "institutional advertising," they don't have to be held accountable for the results (or more likely, the lack of results) of their marketing. Their view of an ad's success is, more often than not, whether it "looks good," "makes people laugh," or "wins advertising awards." Not whether it produces bottom line results.

Call For Nominations!

It's almost that time again for the Milwaukee/NARI Nominating Committee to hear from those in the chapter who are interested in being nominated to the Board of Directors. The Nominating Committee will be looking for member representatives who are committed to not only home remodeling, but also in helping grow the organization.

More information will be sent to the membership later this summer along with a nomination form and information on the responsibilities and qualifications to become a director of Milwaukee/NARI.

Marketing "geniuses" - big on testing!

On the other hand, virtually all true marketing experts preach about the importance of testing your advertising and marketing. Yes, marketing "geniuses" are usually very big on testing! Why?

Because even professional marketers often find it very hard - if not impossible - to predict how prospects will react in a given marketing situation. So even if you have some marketing savvy, testing can show you how to boost response that much further.

You don't have to be able to write a perfect sales letter on the first draft, or the second, or third. You don't have to instinctively know what the most profitable price is for your new product or service. You don't have to guess which of your potential headlines will pull the most response.

Guesses laid bare

By scientific testing, the true value of all theories, opinions and educated guesses are laid bare. If they truly contribute toward marketing success, testing will prove it. If they don't, testing will prove that, too.

In short, you don't have to be a literal marketing genius to generate better response from your marketing efforts. Nor do you have to listen to the marketing advice of others, which may be inaccurate and unprofitable, although well-meaning.

Your prospects and customers can show you exactly which marketing approaches are truly most profitable in the above areas, and many more, if you only test.

Source: by Marty Foley

<http://www.marketing-magic.biz/archives/archive-marketing/how-to-become-a-marketing-genius.htm>

congratulations CORNER

Carl Krueger Construction, Inc. and Pekel Construction & Remodeling, Inc. have each received *Remodeling Magazine's* "Big 50 Award," a remodeling business excellence award for best practices presented annually in May. The companies were recognized for "professionalism and integrity through smart marketing, exemplary business practices, unique design, and extraordinary impact on their community or the industry at large. Big 50 Remodelers run successful, growing companies of various sizes that have taken the lead in raising the standards of the industry."

membership COMMITTEE

Every year, the month of May is declared “National Home Improvement Month” and has always been an opportune time to hold a promotion to recruit new members. On Wednesday, May 7, the Membership Committee held a “Recruiting Blitz” with an 11:30 a.m. lunch and noon presentation that featured “Reasons to Belong to NARI.”

Twenty-five companies attended this event, resulting in 19 companies submitting Milwaukee/NARI membership applications. Five other attendees informed us that they would be submitting their applications within one week. Follow-up calls are in the process of being made to the companies that were unable to attend this function. Additional applications will be mailed to our office in the near future.

The Membership Committee would like to extend its thanks to the Milwaukee/NARI office staff for its help in the event’s promotion. We would also like to thank our President, Scott Cline, of J & B Construction Co., Inc., along with our members that were instrumental in the presentations at this event. The presenters are as follows:

- Diane Ausavich, CR: Carl Krueger Construction, Inc.
- Ken Baumann: Bonniwell Financial Services Co.
- Mark Brick, CR: B & E General Contractors, Inc.
- Eric Erickson: FloorCo
- David Feldner, CAE: Milwaukee/NARI Executive Director
- Dean Herriges, CR, CKBR: Urban Herriges & Sons, Inc.
- Jim Klappa, CGR: JDJ Builders, Inc.
- Jack Loppnow: Robertson Ryan & Associates
- Ronna Bromberg Pachefsky: Plaster Gallery, LLC
- David Pekel, CR: Pekel Construction & Remodeling, Inc.
- Dan Riedel: Woller-Anger & Company, LLC
- Mary Kay Siemann: Rundle Spence Mfg. Co.
- Ken Skowronski, CR: KS Remodelers, Inc.

Thanks to all for their help in making the “NARI Day Recruiting Blitz” a huge success! Many additional applications for membership will be received in the future due to the efforts of these members in presenting the many NARI benefits to the prospects that attended this event. These applications will be presented to the Board of Directors at the June 10, 2008 meeting. Once again, thank you for your help!

The Board of Directors met on May 13, and reviewed and voted to approve the following membership applications. They are as follows:

Arrow Millwork Co., Inc. – Millwork
6450 Industrial Loop - Greendale, WI 53129
Phillip E. Rainwater, 414-423-8377

Braatz Building & Renovation – Remodeling-General
811 W. Glendale Avenue - Glendale, WI 53209
Andy Braatz, 414-906-1814

CPA Machine, LLP – Accounting Services
102 Gordon Court - Mukwonago, WI 53149
Adam Olson, 414-690-7568

Kohler Co. – Plumbing
444 Highland Drive - Kohler, WI 53044
Chris Holum, 920-457-4441

Mark’s Services, LLC – Wood Flooring
2717 N. Beaumont Avenue - Waterford, WI 53185
Mark Strike, 414-659-0078

Welcome aboard. It is good to have you as a member of Milwaukee/NARI, which is the only Association solely dedicated to the Remodeling & Home Improvement Industry!

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

Accurate Electric Contractors, LLC
Certified Contracting, LLC
Certified Environmental Services, Inc.
F & H Builders
Harmony Outdoor Living
MasterShield
Ridge Line Home Inspection, LLC
Velux-America, Inc.

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

How to Select a Contractor Seminar



Over 40 consumers asked a variety of questions of the three Milwaukee/NARI Certified Professionals that served as panelists at the “How to Select and Successfully Work With a Contractor” seminar at the Milwaukee/NARI office on May 13.

Speaking on behalf of the Association were the following members:

Diane Ausavich, CR, Carl Krueger Construction, Inc.
Mark Brick, CR, B & E General Contractors, Inc.
Tom Weiher, CR, CKBR, Carmel Builders, Inc.

In Memory

It is with sadness that we announce the passing of Jolene Steigwald from Design Resource Center and Terry Sorenson, a long time former member, both who passed away in April. Please keep their families and friends in your thoughts.

Got NARI?

Congratulations to Bear Builders and TL Price Custom Remodeling 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.



May Lunch Meeting Recap



Nearly 90 Association members were brought up to speed by Attorney Joe Pickart (r) and Craig Coogle, C.P.A. (l), at the May Membership Lunch Meeting at Weissgerber's Gasthaus &

Beer Garden. The speakers provided an overview of Wisconsin sales and use tax regulations as applied to remodeling contractors.

Thank you to Paul Kraemer (l) and Dirk Mlachnik of The Starr Group for serving as the day's Member Showcase.



plaster	drywall mud	ceiling tile	asphalt roofing	transite siding
window glazing	window caulk	sheet goods/linoleum	vermiculite	pipe insulation

What do all these materials have in common?

They can be **asbestos** containing!

The only way to know if a material contains asbestos is to have it analyzed at a laboratory
Even new building products today can contain asbestos.

Wondering what to do about asbestos?

1. Have building materials sampled and analyzed before beginning your projects – no matter what age building
2. Train your workers to have newly uncovered suspect materials sampled for asbestos
3. Train your workers how to remove asbestos safely. Certification courses are only 4-5 days – And it opens you to a whole new revenue generating market!! (if you are not sampling for asbestos already – you are probably already disturbing asbestos And not appropriately protected – so might as well do the work safely And generate revenue!!)

Looking to expand your business? Why subcontract out work you can do – after 4-5 days worth of training!

Contact Milwaukee Lead/Asbestos Information Center, Inc. to sign up for asbestos classes now!

Visit our website www.mlaic.com to view upcoming classes and to see a list of certified contractors and consultants.

Learn about Department of Natural Resources asbestos disposal requirements – even from residential homes!

Milwaukee Lead/Asbestos Information Center, Inc. 2223 S. Kinnickinnic Avenue Milwaukee, WI 53207 414-481-9070

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Wednesday, July 16:

Milwaukee/NARI
Foundation Golf Outing at
Ironwood Golf Course in
Sussex.

Tuesday, September

16: – Milwaukee/NARI
Monthly Membership
Meeting – 7:30 a.m.;
Location: TBA

Friday, September 26

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

Tuesday, October 21

Milwaukee/NARI
Monthly Membership
Meeting – 11:30 a.m.;
Location: TBA

Tuesday, November

18 - Milwaukee/NARI
Monthly Membership
Meeting and Election
Night – 6:00 p.m.; The
Wisconsin Club

Friday, December 12:

Milwaukee/NARI Holiday
Party – 6:00 p.m., Davians
in Menomonee Falls

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Question: I have a customer experiencing smoke back up when the wind is coming from a certain direction. I noticed smoke stains on the fireplace face while giving an estimate to remodel their family room. Would making the chimney higher eliminate the problem?

Answer: It should first be determined if the chimney meets the correct height requirements. The minimum height requirements are three feet out of the peak of the roof or two feet higher than anything within ten feet of the chimney. Adjacent buildings or trees can also cause a smoking problem if it happens when the wind is coming from the direction of the higher adjacent object. Many times, a colonial style house will encounter wind induced smoke back puffing even though it meets the 3-2-10 rule if the problem occurs when the wind is coming off of the higher peak of the structure.

In some instances, a simple solution would be to install a weather vane type of flue cap. This would shield the top of the flue from downdrafts and have the exhaust exiting in the same direction the wind is blowing. If a wood stove is having a wind-induced downdraft, a good option is a Vacu-Stack type of cap. When the wind hits this cap, the draft increases in proportion to the wind speed.

A word of caution – these are options to consider ONLY for wind-induced downdrafts. If the chimney or fireplace has a poor design or house pressure problem, other courses of action need to be taken to remedy the problem.



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"I want to thank The Starr Group for helping our company be more successful. You have earned the status of a significant trusted advisor.

Your expertise in the construction industry is rather noteworthy. It is clear any construction or contracting business should have an agent that is both a Certified Risk Manager and a Construction Risk Insurance Specialist as yourself - Thanks!"

Tod Colbert = Weather Tight Corporation



NEW Milwaukee/NARI Member Benefit

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

What you can expect with your exclusive MILWAUKEE/NARI INSURANCE PROGRAM

- Errors & Omissions including Carpentry
- 5% additional discount for Milwaukee/NARI members insured with The Starr Group and Frankenmuth Insurance Company
- Earn Frequent Flyer Miles with continuous monthly automatic credit card payment option
- Automatic Limited Fungi or Bacteria Liability Coverage \$50,000
- Automatic Employment Practices Liability
- Automatic Pollution Coverage at Jobsite
- Expanded Trade Show & Booth Coverage
- Employee Theft Coverage from the Homeowner

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.

Lawn & Garden Seminar

More than 50 consumers received terrific advice on caring for their lawn, gardens, trees and shrubs, at Milwaukee/NARI's 9th Annual Lawn & Garden seminar, which was sponsored by Wandsnider Landscape.

Speaking on behalf of the Association were the following members:



Larry Krawczyk,
Lindemwood Lawn & Landscape Service



Bill Wandsnider,
Wandsnider Landscape



Patrick Devereux,
Stone Oak Landscapes

Spring Home Improvement Showcase Draws Crowds

Hundreds of consumers from throughout southeastern Wisconsin took advantage of the opportunity to tour one, two, or many of the homes that were part of the 9th Annual Milwaukee/NARI Spring Home Improvement Showcase.

Congratulations to the following companies for being part of the event:

B & E General Contractors
Callen Construction, Inc.
Cream City Construction

S.J. Janis Company
MyPenthouse.com
The OAR Group, Inc.
Pekel Construction & Remodeling, Inc.
RCI Design Build
Refined Renovations
Renovators Ltd.
Weather Tight Corporation
Winters Group, LLC

Special thanks to The Home Depot and the *Milwaukee Journal Sentinel* for serving as event sponsors.



JUNE 2008						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1.	2.	3.	4. 5:00 p.m. Education/Certification Committee Mtg.	5. 8:15 a.m. Foundation Board Mtg.	6.	7.
8.	9.	10. 11:00 a.m. Executive Committee Mtg. Noon Board Mtg.	11.	12.	13. 3:30 p.m. Spring Showcase Mtg. @ Maggiano's	14.
15.	16.	17.	18.	19.	20.	21.
22.	23.	24. Noon Ethics Committee Mtg.	25. 8:00 a.m. Fall Show Committee Mtg. 10:00 a.m. Home Improvement Show Committee Mtg.	26. 8:00 a.m. Web site Committee Mtg. 9:00 a.m. Marketing Committee Mtg.	27.	28.
29.	30.					

Five Questions with...

Bob Sebastian, CR, CKBR



1. When did you become a Certified Remodeler (CR) and a Certified Kitchen & Bath Remodeler (CKBR)? I became a CR in May of 2003 and obtained my CKBR certificate in December of the same year.

2. What were the reasons why you chose to go through the NARI certification process? With the CR certification, I wanted to broaden my understanding of different aspects of the industry. I wanted to have a well-rounded knowledge of the business I have chosen to be in.

The CKBR certification was brand new when I decided to do it. So new, in fact, that our group was one of the first in the country to complete the program. It was exciting to be in on the ground floor and the certification really centered in an area that was the emphasis of my day-to-day work.

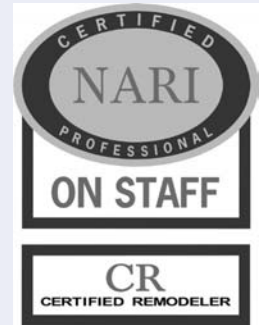
3. How has being NARI certified impacted your day-to-day business in home remodeling? Just being a NARI contractor is a big plus when dealing with the public. But when you explain what is involved in certification, there is an added level of respect and an understanding on their part of your commitment to your craft. This goes for colleagues as well as clients!

4. What is a myth about NARI certification? Many people I speak with about certification seem to think that becoming a Certified Remodeler is only beneficial for company owners or principals. This couldn't be further from the truth. It is for anyone looking to gain a more complete understanding of our industry and show his or her level of commitment as well.

5. What advice would you have for someone considering becoming NARI certified? Milwaukee/NARI offers one of the strongest study groups for certified candidates in the country, with industry expert presenters and an available mentoring program. I encourage those considering certification to take advantage of the resources Milwaukee/NARI has to offer. Look in the member directory and contact any of the more than 80 certified professionals listed there to get their insight.

Proudly Display Your Certification

Many of you have been proudly displaying your Certified Professional status either in your showrooms or on your trade show exhibits. Good for you! NARI Certified Professionals are the best of the best and everyone should know that you are committed to the professionalism of the industry through your certification accomplishments.



The Education/Certification Committee has worked diligently in developing a new Certified Professional display placard that accommodates hang on rockers for each of the certification designations. A majority of the Certified Professionals and their companies have jumped on board and purchased the new displays. Just as the Milwaukee Chapter of NARI has implemented the new Association logo guidelines, it is time for the Certified Professional to follow suit.

Beginning with the upcoming Fall Home & Remodeling Show, any company choosing to display the "old" certified professional placard will be asked to remove or replace it with the new one. Branding consistency of the Certified Professionals is important in the promotion, advancement, and marketing efforts of certification and its value.

The new placards and the certification designation rockers are available for purchase at the Milwaukee/NARI office. Please give them a call at 414-771-4071 for your order request.

David Pikel, CR, Certification/Education Committee

Milwaukee/NARI Seeks to Assist Area Homeowner

In a recent issue of the Milwaukee/NARI Newsletter, we told you of an area homeowner that was seeking assistance to create a multi-sensory room for her five-year-old daughter with a medical condition that affects her cognitive abilities.

A.J. Simon of the S.J. Janis Company in Wauwatosa met with the homeowner and has developed the following list of updates to the 11' x 12' bedroom that will assist the child in her day-to-day activities:

- Removal of a closet door and both walls, plus the addition of shelves throughout the room to provide more floor space for the child to move around unimpeded
- New flooring with additional cushion/padding
- A pre-hung exterior door to the balcony which currently lets in cold air, plus maintenance of the door jam and threshold
- Painting
- Electrical
- Interior Design assistance for best arrangement of the equipment within the room

If you are able to offer assistance in the renovation of the bedroom, please contact David Feldner, CAE, Milwaukee/NARI's Executive Director at 414-771-4071 or info@milwaukeeenari.com. A.J. will serve as the project's general contractor and Troy Poppe of Donovan Jorgenson Electric has also volunteered to provide services. We thank you for your consideration.

Members Assist Area School



As a feature of Bayside Middle School's ongoing "Artist in Residence" program, Ellison Bay artists David and Jeanne Aurelius came to the school and led about 400 students and a number of parents and members of the community in the designing and painting of a mural.

The mural's theme is "A Gathering Community of Hopes and Dreams, Old and New." More than 400 individual tiles were painted to create a complete mural that measures about 140-square-feet.

Former Bayside parent and current Milwaukee/NARI member Mark Brick of B & E General Contractors donated the work necessary to install the mural on a wall within the school. Assisting B & E was Milwaukee/NARI member Lakeside Stoneworks, owned by the Swernoff brothers, who are former students of Bayside. Installation was complete on Monday, May 19.

On Friday, May 23, a wooden frame was installed around the mural as the finishing touch. A dedication ceremony is tentatively scheduled Monday, June 9.

member SPOTLIGHT: Sign-A-Rama Downtown

Whether attracting customers, communicating your services, reinforcing your brand, or creating awareness of who you are, signage is a valuable marketing tool.

"We help companies develop functional, attractive, attention-getting signage," said Matt Hohner of SIGN-A-RAMA, a full-service sign company based in downtown Milwaukee.

SIGN-A-RAMA offers sign creation and printing capabilities including banners, vehicle graphics, lighted box signs, screen printing, and trade show signage – virtually any type of indoor and outdoor signage including vehicle wraps.

According to Hohner, there are no limits on the signs they can do – and nothing is ever too large.

"We can customize signs to fit the needs of any business," he said.

A member of a 700-retail outlet franchise, SIGN-A-RAMA opened shop in downtown Milwaukee in 2003 and became a Milwaukee/NARI member shortly after.

"Our products help Milwaukee/NARI members to promote their corporate image and services, plus enhance awareness

through effective signage," Hohner said.

Hohner enjoys the networking with other business professionals through Milwaukee/NARI events and he is a member of the Association's marketing committee.

"Working on the marketing committee is a natural fit for me, because of the work I do with my customers to get their name out in the marketplace and keep them competitive. Well-designed and readable signs reinforce the company brand and are an important element in the marketing mix," Hohner said.

"Our customers also benefit from the new technology we utilize that keeps us on the competitive edge," he said. "The company's printing capabilities include digital technologies, which provide high quality, cost-effective, and quick turnaround printing."

"Like any other business, repeat customers are essential," Hohner said. "We keep our customers coming back by being honest, reliable, and fair in our pricing."

For more information, call (414) 273-7446 or visit www.signarama.com/53202.

foundationCORNER



The Milwaukee/NARI Foundation, the educational and charitable arm of the Milwaukee/NARI Home Improvement Council Inc., announced its third annual "Home Improvement Rummage Sale" held at the Milwaukee/NARI office in Wauwatosa on April 25, was a great success.

The event, which was sponsored by Joe DeBelak Plumbing & Heating Company and Lakeside Electric, had net proceeds of more than \$16,500. The sale supported efforts to reduce the construction and demolition (C&D) materials that are filling landfills, while also assisting the Milwaukee/NARI Foundation's efforts to provide financial and educational support to students pursuing a career in the home improvement and remodeling industry.

Consumers from throughout southeastern Wisconsin were able to purchase a variety of materials, including windows, doors, appliances, awnings, bathroom & ceiling tiles, cabinets, lumber, furniture, lighting fixtures, sinks, insulation, plumbing fixtures and supplies, siding, and roof shingles.

"The rummage sale once again exceeded our expectations, with consumers making purchases totaling a few dollars to those that bought a truckload of merchandise or had to make two or three trips to get their purchases home," said Mark Brick, CR, owner of B & E General Contractors in Glendale and Milwaukee/NARI Foundation president. "Even with overcast skies and a 45-minute rain storm, several hundred people visited the rummage sale and got terrific deals on a large selection of home improvement and remodeling materials, while helping us support our efforts to assist those that will soon be joining our industry."



"We also want to thank the many Milwaukee/NARI member companies that donated merchandise to the rummage, and to those members that helped organize, price, and sell the merchandise," said Brick. "The funds will be used for scholarship programs, tools and equipment, and to educate people on the large number of opportunities available within the industry."

The goal of the Milwaukee/NARI Foundation is to promote public awareness of the home remodeling and improvement industry through educational programs and community activities and raise funds to support scholarships and grants to help encourage and train young people and displaced workers interested in the professional remodeling industry.

To carry out its purpose, the Foundation expends funds for the refinement and/or expansion of existing Milwaukee/NARI education programs, supports scholarships to assist professional training of individuals entering the home improvement and remodeling field, and embarks on activities judged necessary to insure an ample supply of professionally trained individuals.

Thank you to the following companies and individuals for making donations to the Rummage sale:

- | | |
|---|---|
| <i>AB&K Bath & Kitchen, Inc.</i> | <i>Carl Krueger Construction, Inc.</i> |
| <i>Advanced Energy Concepts</i> | <i>KS Remodelers, Inc.</i> |
| <i>All About Windows & Siding by Robs Home Improvements, Inc.</i> | <i>Lakeside Stoneworks, LLC</i> |
| <i>B & E General Contractors, Inc.</i> | <i>LandWorks, Inc.</i> |
| <i>Bliffert Lumber & Fuel Co.</i> | <i>Jack & Nate Loppnow</i> |
| <i>Blue Hot Design</i> | <i>Phantom Creek Builders, LLC</i> |
| <i>Brillo Home Improvements, Inc.</i> | <i>Jim Pitzen</i> |
| <i>Carpet Town</i> | <i>Renovators Ltd.</i> |
| <i>Milt Charno & Associates, Inc.</i> | <i>Richards Building Supply</i> |
| <i>Paul Davis Restoration & Remodeling</i> | <i>Dan Riedel</i> |
| <i>The Deck Guys, LLC</i> | <i>Salzer's Building & Remodeling Co., Inc.</i> |
| <i>Electrical Concepts, Inc.</i> | <i>Schoenwalder Plumbing</i> |
| <i>Ferguson Enterprises, Inc.</i> | <i>K.G. Stevens, Inc.</i> |
| <i>Colleen Horner Bath & Tile</i> | <i>T.G. Building & Remodeling</i> |
| <i>HQ Builders</i> | <i>United Products Corporation</i> |
| <i>Impressive Installations, LLC</i> | <i>Wandsnider Landscape</i> |
| <i>S.J. Janis Company, Inc.</i> | <i>Weather-Tek Design Center, Inc.</i> |
| <i>Walt Kaufmann</i> | <i>Joe Wilde Company, Inc.</i> |
| <i>Kitchen Solvers, Inc.</i> | <i>Winding Roofing</i> |

We appreciate the efforts of the following Milwaukee/NARI Foundation board members and Association members for donating time to work at the Rummage Sale:

- | | |
|-----------------------|-------------------------|
| <i>Dave Amoroso</i> | <i>Jason Maki</i> |
| <i>Ellen Amoroso</i> | <i>Susan Montie</i> |
| <i>Diane Ausavich</i> | <i>Jim Pitzen</i> |
| <i>Mark Brick</i> | <i>Dan Riedel</i> |
| <i>Ronna Bromberg</i> | <i>Tony Rink</i> |
| <i>Tom Callen</i> | <i>Gary Sannes</i> |
| <i>Eric Erickson</i> | <i>Shay Sherfinski</i> |
| <i>Allyson Geier</i> | <i>Mary Kay Siemann</i> |
| <i>Patty Johnson</i> | <i>Ken Skowronski</i> |
| <i>Tarka Kumal</i> | <i>Ken Stark</i> |
| <i>Nate Loppnow</i> | <i>Wendy Werner</i> |
| <i>Jen Maag</i> | <i>Gail Wuesthoff</i> |



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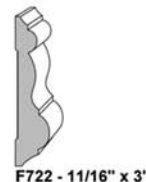
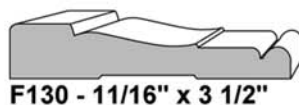
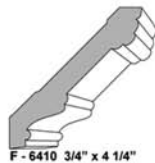
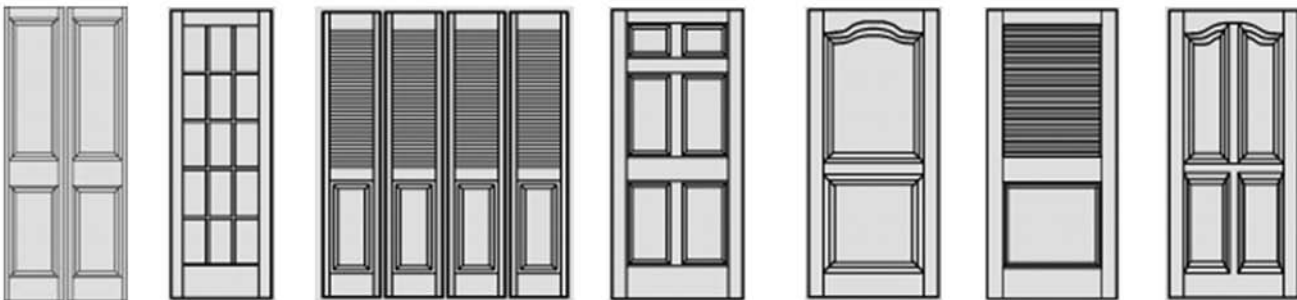
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