

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

2006 NARI Region III

ROAD TRIP

& Milwaukee/NARI 45TH BIRTHDAY CELEBRATION

Friday, July 28 – Sunday, July 30

You're invited to join NARI members from throughout the Midwest to celebrate Milwaukee/NARI's 45th birthday. Participate in one, a few, or all events and reminisce about the association's success and how you've played an important role in its growth.

Join us...

FRIDAY, JULY 28

6:00 p.m. • Ice Breaker (plus a display of motorcycles and cars): **FREE** • Paragon Club • 3578 S. 108th St., Greenfield • Sponsored by Milwaukee/NARI: Limited free Beer, Soda, and Snacks
Guided Tour of Milwaukee's nightlife (from the Paragon Club)

SATURDAY, JULY 29

8:30 a.m. • Tour Milwaukee/NARI Office (plus a display of motorcycles and cars): **FREE**
11815 W. Dearbourn Ave., Wauwatosa • Coffee and Doughnuts

10:00 a.m. (Optional Events - tickets purchased at venue)

- A. Milwaukee Harley Rally (11:00 a.m.—midnight): \$12.00
- B. US Bank Championship (10:00 a.m.—3:00 p.m.): \$25.00
- C. Art Museum Tour (10:00 a.m.—5:00 p.m.): \$8.00
- D. German Fest (Noon—midnight): \$10.00

4:00 p.m. • Milwaukee Brewers vs. Cincinnati Reds Tailgate Party (under shelter)
Region III Guests: **FREE** • Chapter Members: \$15.00 • Parking: \$6.00

Milwaukee Brewers vs. Cincinnati Reds Tailgate Party and Baseball Game (game time 6:05 p.m.)
Adults: \$30.00 (includes food, two beverages, and game ticket) • Children: \$25.00 (includes food, two beverages, and game ticket) • Parking: \$6.00

To reserve game tickets, call Milwaukee/NARI 414-771-4071 by July 10th

6:00 p.m. (Alternative to baseball game) Guided tour of Milwaukee's nightlife

SUNDAY, JULY 30

9:00 a.m. • Brookfield Suites • 1200 S. Moorland Rd., Brookfield • Breakfast (plus a display of motorcycles and cars)

10:00 a.m. • Ride to Cambridge, WI: Shops, Antiques, Matt Kenseth Museum, or just stretch your legs

1:00 p.m. • Ride to Eagle Centre House (Dean Herriges & Riene Wells) • W370 S9590 Hwy 67, Eagle, WI
(262) 363-4700 • *Refreshments will be served*

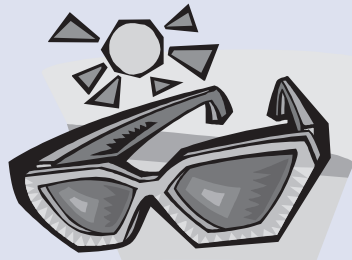
**For more information, call Milwaukee/NARI (414) 771-4071
or Ron Ziglinski (414) 870-5270 (c)**

June 2006

MILWAUKEE LETTER

presidents LETTER

Summer's here and the time is right for growing your business with Milwaukee/NARI.



Sure, dancing in the streets may be a lot more fun (save it for

Summerfest!). But growing your business is certainly more rewarding. What are you doing to improve your business now that summer is here?

I know, some people would say they need to make hay while the sun shines. This approach usually results in a rollercoaster cycle of peaks and valleys in terms of business activity. That's how hair turns gray and hairlines recede!

The consistent, monthly approach to promoting your business and improving your bottom line will yield far greater results, and you'll be able to sleep better at night.

Milwaukee/NARI is the perfect resource to help you achieve this and so much more. Promoting your business through Milwaukee/NARI is easy and affordable. Keep your name in front of consumers by advertising on the Milwaukee/NARI Web site. You can reserve your booth space in the Fall Home & Remodeling Show, scheduled for Friday, September 15th, through Sunday, September 17th. Consider a Member Showcase display at one of the fall monthly meetings or advertise in the monthly newsletter. You can also enter a project (or two, or three) in the annual Wisconsin Remodeler of the Year Awards.

Improving your bottom line has never been more important than it is today. Make it a point to attend at least two seminars a year. Get your NARI Certification and allow your employees to get certified as well. Network with your fellow NARI members at the Foundation Golf Outing on July 19th. We are still looking for sponsors for this event. Attend the monthly membership meetings resuming in September.

Whatever you have a desire to do, Milwaukee/NARI has a program in place to help you achieve your goals and activate your membership. Who knows, getting more involved in Milwaukee/NARI may allow you to find a new dance partner!

Best regards,

**Paul Kraemer, CIC, CRM
President**

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You still have time to register to participate in the Annual Milwaukee/NARI Foundation Golf Outing on Wednesday, July 19, at Ironwood Golf Course in Sussex. Whether you have a foursome or are a single, you're invited to join us for a

great day of golf and camaraderie.

A few sponsorship opportunities remain and you can still make a donation to the silent auction. Call the Milwaukee/NARI office at 414-771-4071 to register or for more information.

“Fall into Great Home Ideas” at Annual NARI Show

Planning is proceeding well for the 16th Annual Fall Home & Remodeling Show, with this year's Show theme, “Fall into Great Home Ideas,” to be promoted through print, radio, and television advertising, creating awareness for event activities throughout southeastern Wisconsin.

The Fall Show will be held Friday, September 15 – Sunday, September 17, at the Wisconsin Exposition Center at State Fair Park.

Special guests this year will include Dave Sheinkopf, designer and co-host from HGTV's “Design on a Dime,” and TLC “Clean Sweep” designer Angelo Surmelis.



Show materials were recently sent out, including an exhibitor application and prospectus. To strengthen your Show participation, several sponsorship opportunities will provide additional exposure for your company before and at the Show.

For more information on available sponsorships, their features, and benefits, call Dave Amoroso at Ron Sonntag Public Relations, 414-354-0200 ext. 108.

Don't miss this tremendous opportunity to promote your business and services. For more information on exhibiting at the Show, call the Milwaukee/NARI office at 414-771-4071.

member SPOTLIGHT

Kitchen Design Center of Menomonee Falls has been working with southeastern Wisconsin plumbing and building professionals since 2000. “The contractor is our customer,” explains Dave Rathmanner, branch manager and Milwaukee/NARI member for four years. “We are not a retail operation, although homeowners can come in and browse our selection of products their contractor has specified.”

“I've seen many projects take on a life of their own,” he adds. “The customer starts in one room and before you know it, they've remodeled half their house.”

Kitchen Design Center has a wide range of kitchen and bath cabinetry, as well as countertops and other related products. It is a part of Mid State Supply, established in 1948, with locations in Green Bay, Appleton, Wautoma, Fond du Lac, and Menomonee Falls.

“We are dedicated to helping our customer – the contractor – get his projects done on time,” says Rathmanner. “Our staff has an average of 15 years of experience and our success as a business depends on sharing our knowledge with our customers. We specialize in remodels, and we understand the amount of time and materials required to complete the job. When we are working with a contractor, we are able to

identify areas of concern for the project, and we are able to provide solutions before it becomes an issue.”

Kitchen Design Center prides itself on the level of customer service it provides, including seminars on various topics to help its customers in their everyday business. “It is the level of service we provide that sets us apart,” Rathmanner says. “We truly care about what we do, and we have fun doing it.”

Rathmanner says that he likes that Milwaukee/NARI also offers educational events that are helpful to people in the industry and homeowners in general. “As a member of NARI, we believe that it is not only important to show up at monthly meetings, but also get involved in committee work, and to be a part of helping form what direction the organization moves. Sara Campbell has taken a leadership role for us with NARI.

Rathmanner adds that the benefits of being a Milwaukee/NARI member include having the opportunity to associate with other remodeling contractors. “It's important to interact with the most reputable people in the business, and to help shape the direction of the industry for Milwaukee,” he says. “NARI has been instrumental in making the businesses of remodeling reputable and we're proud to practice that goal.”

“Best of Show” Award Presented to Two Members

Milwaukee/NARI recently announced live on WISN-AM’s “Remodeling Show” that Wauwatosa-based Pekel Construction & Remodeling, Inc. and The OAR Group of Muskego were the recipients of the “Best of Show” award that was presented in conjunction with the association’s annual Spring Home Improvement Showcase.

For the third consecutive year, visitors to the 15 Spring Showcase project locations were able to vote for a “Best of Show” award, selecting the entry they believed had the best workmanship and attention to detail.

The Pekel Construction & Remodeling historic kitchen remodel in Elm Grove (below) focused on the renovation of a home with the original area built with 18” thick stone walls, with the floor supported by planed tree trunks. The space was gutted and completely remodeled, with reclaimed wood flooring and in-floor hydronic heating. Period style cabinetry sympathetic to the character of the home, solid surface counters, a planning area, and a coffee bar area are features of the project.



The OAR Group kitchen expansion and remodel in Wauwatosa (above) started with the removal of the walls between the existing kitchen, adjacent dining room, and sunroom, resulting in a large eat-in kitchen. Structural modifications were necessary to integrate all three rooms, primarily the removal of an 18’ long load-bearing wall into the sunroom. Other changes included framing the sunroom floor 6” higher, replacement of the existing bay window with a patio door, and removal of the masonry fireplace. Lighting modifications included recessed lights, under-cabinet task lighting, above/in cabinet low voltage ambiance lighting, track lighting for the vaulted ceiling, and exterior lighting outside of the patio door. Unfinished oak flooring was installed throughout; while custom designed hickory cabinets complemented the hand-mixed stain color selected for the floor. Another prominent feature is the granite countertops, with a stone tile backsplash behind the oven wall and the full ceramic tile finishing of the island wall.

Congratulations to the employees of both companies on a wonderful job!

Place a Job Posting or Resume on NARI Web Site

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

This free service is listed under “Employment Opportunities” on www.milwaukeevari.com. Go to “NARI Member Access” and type in the password – Remodeling. Under “NARI Member Job Site Links,” click on “Add a Job Posting” and complete the information on the form. The information will be on the site until a request is made to have it removed or for 90 days, whichever comes first. To

have the information taken off the site, call the Milwaukee/NARI office at 414-771-4071.

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

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

membership COMMITTEE

In a previous newsletter article, we explained the planning of the Annual NARI Day 2006 New Member Recruiting Blitz. We asked for your help by sending us your prospects and, as usual, we received your help. We want to thank you for the prospect names that you submitted to us. Although we did not sign up all that attended this event, we are following up with telephone calls and are hoping to receive more applications in the near future. To date, we are processing 15 new applications from this event.

I want to thank the Membership Committee for their planning effort and the panel of members that gave presentations at the Open House. The office staff also was most helpful with their efforts in sending out mailings and reminders regarding this event. An excellent presentation was given by a recent new member, Mike Madson, Colorwheel Painting, LLC, on the growth of his company due to his membership within Milwaukee/NARI, along with his participation in the February Home Improvement Show.

On June 13th, the Board of Directors reviewed and voted to approve memberships for the following applicants, they are:

Anderson Floor Company – Wood Flooring
6550 W. Forest Home Avenue, Milwaukee, WI 53220
Jill Anderson • 414-327-1810

Anderson Home Inspection – Home Inspection & Consulting
5712 W. Peninsula Road, Waterford, WI 53185
Donn Anderson • 262-534-5075

Burt Duff Remodelers – Remodeling General
S81 W12895 Hi View Drive, Muskego, WI 53150
Burt Duff • 414-529-1733

Diamond Cut, Inc. – Cabinetry
6200 W. Donges Bay Road, Mequon, WI 53092
Michael J. Brigham • 262-242-6400

Exterior Services – Roofing
2087 Elm Tree Drive, Kewaskum, WI 53040
Meredith Scheunemann • 262-689-1308

Floorco – Floor Coverings
11226 W. Lapham Street, West Allis, WI 53214
Eric Erickson • 414-727-6525

GLS Industries – Retaining Walls
W6558 Hwy 33, Juneau, WI 53039
Tracy Elliot • 800-248-7456

Happy Day Carpet Care – Carpet Cleaning
1455 S. Carriage Lane, New Berlin, WI 53151
Patrick Bautch • 414-456-9293

The Home Depot – Remodeling General
7401 W. Good Hope Road, Milwaukee, WI 53223
Jason Bailey • 414-760-7202

The Home Depot – Remodeling General
700 W. Paradise Drive, West Bend, WI 53090
Kim Ward • 262-338-8230

The Home Depot- Remodeling General
N94 W18375 Thunder Road, Menomonee Falls, WI 53051
Dan Pankratz • 262-502-9840

The Home Depot – Remodeling General
2429 S. Green Bay Road, Racine, WI 53406
Buckey McKinley • 262-633-0643

Homeworks Remodeling & Construction, LLC –
Remodeling General
W314 N7068 Hwy 83, Hartland, WI 53029
Jennifer Herro • 262-719-1209

Klem Construction, LLC
W268 N2231 Knollwood Road, Pewaukee, WI 53072
Tom Klem • 262-617-7345

Our Creative Outlet, LLC – Ceramic Tile/Ceramic Products
329-B Genesee Street, Delafield, WI 53018
Karen Norris • 262-646-9921

Sears Carpet & Air Duct Cleaning – Duct Cleaning
11920 W. Silver Spring Drive, Milwaukee, WI 53225
Meredith Scheunemann • 414-536-0367

Woodland Builders of Wisconsin, LLC – Remodeling General
1160 Woodland Avenue, Elm Grove, WI 53122
Rick Wendt • 262-754-3900

In addition, there is a new student member:
Patricia L. Gibbons – WCTC

Thanks for recruiting a NARI member. Your membership gives your customers more confidence in you when you are affiliated with a group of the finest and most professional remodeling contractors. We look forward to seeing you at a few of the upcoming scheduled NARI events.

Unfortunately, some companies have decided to discontinue their membership or the membership was cancelled. They are as follows:

Brookfield Culvert Service, Inc.
Butler Building Supply
Historic Milwaukee, Inc.
Kreigh Art Ceramics
Ledvina Insurance Agency
Makita USA, Inc.
National Flag Store
Pellatt Construction Services
RP Schmitz Consulting Engineers, LLC
Stained Glass Overlay of Milwaukee, Ltd.
Thermal-Gard of Wisconsin, LLC
Vincent Plumbing & Heating, Inc.

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

Media Clipping & Web Site Results

The press clipping results for April 2006, were:

Advertising Value: \$59,667.73
Public Relations Value: \$179,003.19

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

Number of visits: 7,224; Hits: 964,701

12 Career-Boosting Techniques

Do you ever have days when you feel stale and less engaged in your job than usual? Keep this list nearby, and use it to renew your workday whenever boredom or frustration sets in:

1. Vary your work schedule - arrive early, or stay late.
2. Work a weekend day in exchange for a weekday off.
3. Take an early or late lunch to miss the crowds.
4. Serve as a mentor for young up-and-comers in your field.
5. Ask someone you admire - not necessarily in your company - to be a mentor.
6. Subscribe to a publication that covers industry trends and news.
7. Join a new professional organization. Then serve on a committee or hold an office.
8. Attend professional meetings, conferences, or trade shows.
9. Take advantage of technical training or management courses your company offers.
10. Ask to serve on a special project team.
11. Review your past performance appraisals with your boss or colleagues to identify current development possibilities.
12. Invite a successful, interesting person to lunch. Plan at least two lunches monthly.

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Morgan Wightman Supply Company currently has an opening for two **Sales Representatives** in our New Berlin location.

We are seeking individuals with three or more years of successful sales experience; one having experience on the **millwork** side of business, and the other having **cabinet** sales experience. Candidates should have a strong record of sales performance, the ability to generate leads, close sales, and proven skills in building customer relations. Time management skills are a must.

The compensation package includes draw, commissions, benefits, plus expenses including car allowance. A superior customer service group and strong production, warehouse, and management teams support this position.

Forward resume in confidence to:

Morgan Wightman Supply Company

Attn: General Manager

16405 W. Lincoln Avenue, New Berlin, WI 53151
262-786-2203 (fax) • E-mail: shuper54@yahoo.com
www.morgan-wightman.com

Spring Meeting

The spring monthly meeting schedule concluded with the May Dinner Meeting at Klemmer's. Special Thanks to representatives of Trees on the Move and Gracious Granite for serving as Member Showcases.

There was great entertainment by The Men of Constant Sorrow, who weren't afraid of audience participation.

The monthly meeting schedule will resume in September with breakfast. Watch the newsletter for details.



Elmbrook Humane Society Announces Animal Architecture Design Competition & Auction

Employees of Milwaukee/NARI member companies are invited to join their peers in a fun competition for a great cause!

Animal Architecture is a unique event coordinated by the Elmbrook Humane Society where local design professionals, builders, carpenters, amateurs, and youth create innovative doghouses, cat furniture, and birdhouses that are not only design savvy, but also fun.

Entries will be on display at the Milwaukee/NARI Fall Home & Remodeling Show, as well as on the shelter's web site.

There is a \$15 fee per entry to participate, and entries will be judged on their design and creativity. Best in show and runner-up will be chosen for three separate categories (professional, amateur, and youth). Entries must be delivered to Elmbrook by August 15th.

This is a great promotional opportunity for association members, especially given the trends of homeowners who

pamper their pets; show those potential customers that you care about animals too!

Winning entries will be sold to the highest bidder during a live auction and all other entries will be featured in a silent auction to be held at the shelter on Saturday, September 30th. The public is invited to the shelter for an open house and final viewing starting at 2:00 p.m., with the auction beginning at 4:00 p.m. Tickets are \$10 per person in advance or \$15 the day of the event. Children under 12 and anyone entering the competition are admitted free. Refreshments and appetizers will be served.

All proceeds will benefit the Elmbrook Humane Society. Milwaukee/NARI is pleased to serve as a major sponsor of the event, along with Mercury Communications and Maple Creek Farms.

For more information, visit www.ebhs.org or contact Holly Houston, the Elmbrook Humane Society Executive Director, at 262-782-9261.

You've Got It, We Want It!

To honor the popularity of the HGTV show, "I Want That!," the Milwaukee/NARI Fall Home & Remodeling Show seeks new products to display in the "Gotta Have It" special display area of the Show floor.

The "I Want That!" TV program showcases innovations for the home, the latest high-tech gadgets and new design trends. If you sell a product that fits this description, you're invited to be part of the "Gotta Have It" display area at the Show.

Products will be displayed either freestanding or on topped and skirted tables. A sign will be placed next to the product that provides a description and the name of the company.

This area will be promoted on the association Web site, in print and radio ads, and in the media kit that promotes the Show. There is also an opportunity to garner on-site media coverage.

If your company is exhibiting in the Fall Show, there will be a \$200 charge for having a product in this display area. Signage prepared by the Show Planning Committee will direct attendees to your booth location.

If your company is not exhibiting, the cost for putting a product in the display area would be \$600.

Check with your suppliers to see if they have products that will soon be introduced at national shows or conventions and see if they can provide a sample for you to display at the Fall Show.

The deadline to guarantee inclusion in the pre-Show promotional materials is August 1. Contact the Milwaukee/NARI office at 414-771-4071 to reserve your space or for more information.

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

- Wednesday, July 19 – Milwaukee/NARI Foundation Golf Outing
- Friday, July 28 – Sunday, July 30 – Milwaukee/NARI 45th Birthday Celebration, including Milwaukee Brewers tailgate party on Saturday, July 29
- Friday, September 15 – Sunday, September 17 – Fall Home & Remodeling Show at the Wisconsin Exposition Center
- Tuesday, September 26 – Membership Meeting: 8:00 a.m. breakfast meeting
- Friday, October 13 – Wisconsin Remodeler of the Year Award entry deadline
- Tuesday, October 17 – Membership Meeting: 11:30 a.m. lunch meeting
- Tuesday, November 21 – Election Night Membership Meeting at The Wisconsin Club
- Friday, December 8 – Milwaukee/NARI Holiday Party at the Cafe Rouge at the Pfister Hotel



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June 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6 8:30 a.m. – 10:30 a.m. Strategic Planning Task Force Mtg.	7 Noon-Program Committee Mtg.	8 8:30 a.m. – 10:00 a.m. Legal Seminar	9	10
11	12	13 11:00 a.m. Executive Committee Mtg. Noon-Board of Directors Mtg.	14 10:30 a.m.- 11:30 a.m. WRA-Round-table Mtg.	15	16	17
18	19	20	21 8:30 a.m Web Site Committee Mtg. 9:00 a.m. Marketing Committee Mtg. 11:00 a.m. WRA Committee Mtg.	22	23 3:30 p.m. Showcase Committee Mtg. @ Maggiano's Little Italy	24
25	26	27 8:30 a.m. – 10:00 a.m. Legal Seminar Noon-Ethics Committee Mtg.	28 8:00 a.m. Fall Show Committee Mtg. 10:00 a.m. Spring Home Improvement Show Mtg.	29	30 9:00 a.m. Foundation Board Mtg.	

July 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6 8:30 a.m. Membership Committee Mtg.	7	8
9	10	11 11:00 a.m. Executive Committee Mtg. Noon Board of Directors Mtg.	12 9:00 a.m. Marketing Committee Mtg.	13	14	15
16	17	18	19 Foundation Golf Outing Ironwood Golf Course	20	21	22
23	24	25 11:00 a.m. Training Committee Mtg. Noon-Ethics Committee Mtg.	26	27	28 Region III Rally	29 Milwaukee/NARI 45th B-Day Brewers Game/ Tailgate Region III Rally
30 Region III Rally	31					

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