

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

TEE IT UP AT THE 16TH ANNUAL MILWAUKEE/NARI FOUNDATION GOLF OUTING! WEDNESDAY, JULY 14, 2010

IRONWOOD GOLF COURSE
W270 N6166 MORAIN DRIVE • SUSSEX

Cost: \$145.00 per person, which includes:

- Greens fee and half share of power golf cart per twosome (golf carts are mandatory)
- Range balls
- “No-Hassle” Bracelet - Entry in the 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.

Dinner Only: \$35.00

Golf Only: \$125.00

Sponsorship and Donation Benefits: Recognition in all promotional materials, as well as the Milwaukee/NARI newsletter; prominent signage both at the outing and at dinner; a fantastic opportunity to expose your firm to a specifically targeted audience. See enclosed opportunities or contact the Milwaukee/NARI office at 414-771-4071 for information.

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 register 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 and “golf ball toss” will be held. Plan to put your bids on various items and hopefully go home a winner!

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.

All proceeds go to the Milwaukee/NARI Foundation, Inc., the education and charitable arm of the Milwaukee/NARI Home Improvement Council, Inc. The purpose of the Foundation is to promote public awareness of the home improvement and remodeling industry through educational programs and community activities.

Deadline is July 7, 2010.

June 2010

MILWAUKEE LETTER

presidents LETTER

Summer in Wisconsin is in sight, nearly half the year has passed already, and we are all heading for the busiest time of year for us as contractors. There have been many opportunities to position yourself, so as the building rebound begins, you will be the contractors consumers will call.

If you haven't been able to take advantage of recent marketing opportunities, it's not too late, as there are many cost effective ways to get your name in front of potential customers.

One way is to place a tile ad, banner ad, or link on the Milwaukee/NARI website. It is set up so that when a consumer clicks on your ad or link, they are automatically connected to your company's website.

Another way is to exhibit in the upcoming Fall Home & Remodeling Show at the Wisconsin Exposition Center at State Fair Park. While the Show isn't until September, booth reservations are currently being accepted. Plus, if you become an advance ticket outlet, you will get promotion about a month in advance of the Show.

With the sound of a golf ball being hit echoing in my ears, I have to mention the upcoming Milwaukee/NARI Foundation golf outing on July 14, 2010 at Ironwood Golf Course. This is a great time and an awesome cause to support. Monies raised from this event will go to help WCTC, MATC, MIAD, Gateway Technical College, and local high school students get an education in the construction industry by providing them with scholarships and donations of tools/materials. I am placing the order for good weather right now, so if you haven't signed up, don't delay!

The lead rule has now been in effect for over a month and we are starting to see the education process take over and are hearing more about it. This rule applies to anyone who receives compensation for work performed on a structure, if you are disturbing more than 6 square feet of drywall on the interior or 20 square feet on the exterior, and the home was built prior to 1978.

We have positioned ourselves as the industry experts and are getting some positive exposure with this opportunity. The government does not plan to run public service announcements about the rule or how it affects homeowners, so we are taking the lead to educate the public and contractors. If you haven't gotten yourself certified or if you are not sure if you should, contact the NARI office and we will help you navigate this rule. You can also get more information on the rule at milwaukeevari.org or the Wisconsin Department of Human Services site at dhs.wi.gov/lead/Regulations_State.htm.

I wish you all a busy and profitable summer!

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

Office Phone: (414) 771-4071

Website: www.milwaukeevari.org

E-Mail: info@milwaukeevari.org

President:	Diane Ausavich, CR – Carl Krueger Construction, Inc., Milwaukee
Vice President 1:	Kevin Anundson, CR, CKBR – The OAR Group, Elm Grove
Vice President 2:	Tony Rink, CR – Renovators Ltd., Brookfield
Vice President 3:	Dave Amoroso – Ron Sonntag Public Relations, Inc., Milwaukee
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member SPOTLIGHT:

Custom Service Hardware/ RTA Cabinets Unlimited

Custom Service Hardware began in a kitchen 32 years ago when Frank Rasmussen could not find the specialty hardware he needed to build waterbeds. Since then, it has been providing specialty hardware, all-wood ready to assemble cabinets, rolling library ladders, and many other items to the professional building/remodeling industry. The first catalog, which was a sheet of paper with hand drawings, has grown to a 150-page catalog shipped nationally and internationally.

“Our middle name is Service,” said Tim Stepanki, marketing manager for Custom Service Hardware. “We still believe business begins with a relationship and a handshake. When our phones ring, a real person answers. When a problem exists, we do what is right for the customer.”

As a supplier to the professional Remodeler, Stepanki said Custom Service Hardware prides itself on providing exactly what the contractor wants for his customer. “Those hard-to-find items are not hard-to-find for us,” he said. Our business model is to never leave the contractor in a bind with his customer.”

Pricing is contractor-friendly, too. “When a Remodeler is looking for an exceptional product to exceed his customer’s expectation, we provide it while still saving the contractor more than 25 percent,” he emphasized. “Our pricing structure helps improve their bottom line.”

A unique product manufactured by Custom Service Hardware is the “Quiet Glide Rolling Ladder™.” “The Quiet Glide is a hot item in walk-in closets, home libraries, wine cellars, and more,” Stepanki said. “It’s shipped the same day it’s ordered. Our second best selling item is the All Wood Ready to Assemble Cabinet.”

Custom Service Hardware has been a Milwaukee/NARI member for a year. “We became a NARI member so we could have more exposure to the local building market,” he said. “Although we’ve been in Cedarburg for more than 30 years, the majority of our business is out of state. We have many repeat customers because we continue to nurture our relationship with them. It doesn’t end when the check has been cashed. We do follow-up calls and stay in contact with them so they are always aware of what we can provide.”

He noted that a business becomes successful when it emphasizes relationships, service, and integrity. “Answer the phone, answer questions, and most importantly, if you can’t do something or if you make a mistake, be honest in your response to the customer. It’s not just about making a sale; it’s making sure the customer is happy.”

Establishing a good working relationship with a contractor is what Stepanki recommends to homeowners seeking to undertake a remodeling project. “They need to work with a contractor who they can communicate with and who understands what they want. They should choose a contractor whose customer service doesn’t end when the check is received.”

Custom Service Hardware, Inc./RTA Cabinets Unlimited is located at 1170 Wauwatosa Road, Cedarburg. For more information, visit www.cshardware.com, or call (262) 375-7060.

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Information Needed For Question & Answer Columns

Many of you are aware that Milwaukee/NARI members have an opportunity to receive **FREE** publicity in one of two “Question and Answer” columns – “Ask a Contractor” in the *Sunday Milwaukee Journal Sentinel* “House & Home” section and “Home Tips by Milwaukee/NARI” in *Hometown Publications/Express News*. We thank those that have submitted inquiries and responses. We’re confident you and your business have benefited.

We are making an appeal to have members submit questions, with answers, so that we can use the information in these newspapers. Are there questions that you receive from consumers on a regular basis or a new industry trend that you want to promote? Here’s an excellent way to get information on your industry (as well as your name) out to thousands of consumers for **FREE!**

All it takes is a few minutes of time to write out the question and your reply. Submit the information to Dave Amoroso of Ron Sonntag Public Relations by e-mail (dave@rspr.com) or via fax (414-354-5317). When the information is used in the newspaper, a copy of the article will be faxed to you. What could be easier?

Take advantage of this opportunity now to get **FREE** publicity for your business.

Media Clippings & Website Results

The press clipping results for March 2010 were:

Advertising Value: \$103,203.45

Public Relations Value: \$309,610.35

Regarding the association website, results for April are as follows:

Number of visits: 7,918 Hits: 3,061,069

How to Build a High-Quality E-mail List

More and more people are getting the information they want on the run (with Blackberries, iPhones, netbooks and other mobile communication devices). Attention spans and memories are short; time is in limited supply and the consumer's inbox is hot real estate.

That's why a high-quality, permission-based e-mail list is the heart of any successful online marketing campaign. Your content and promotions are only successful if they're getting to the people who care about your business or cause. When someone opts in to your e-mail list, they're telling you they'd like to know more about your business, they are granting you a precious moment of their time and attention. That's extremely valuable in today's hectic world, where people are more selective about what information they choose to consume. So, how do you add more customers to your e-mail marketing list?

The answer is simple . . . just ask! Before you can share your expertise and build relationships with your audience via e-mail communications, you have to ask for their permission.

The 4 Rules of Permission

While the apps, tools and opportunities for online marketing may have changed, the rules of permission-based e-mail marketing remain the same:

Permission is the law. Permission isn't just polite, it's the law. It's what separates legitimate e-mail marketers from spammers and gives you a competitive edge. Ask for it, get it, keep it. Don't abuse it.

Permission is critical. What has changed in the battle for the inbox is consumers' perception of spam. At one time, "spam" meant creepy, typo-riddled e-mails peddling pornography, cheap pharmaceuticals, money-laundering scams and the like. Now recipients perceive any unwanted or unknown e-mail as spam, even if it's from a legitimate business or organization. Getting permission before you send someone your e-newsletter proves your trustworthiness, shows respect for your customers and connects customers to the information they want.

Permission is perishable. Just because someone gave you permission to add him to your mailing list once doesn't mean it's eternal. You have to keep earning permission over time, and give people the chance to opt out if they decide they no longer want to hear from you.

Permission is not transferable. Beware of lists sold by third parties. People want to hear from the businesses they know and trust--not strangers. Likewise, don't assume that just because a customer has given you permission for one e-newsletter that it applies to another.

Tips for Building a High-Quality E-mail List

The trick is to ask customers to sign up at every opportunity. Here are a few ways to find new subscribers and build a better, more powerful list:

- Ask customers to sign up for your newsletter list online and offline, and make it fun and easy.
- Put a "Join My Mailing List" box on your homepage and link to a newsletter archive.
- Promote your e-mail newsletter on your blog and social media profiles. Add a "Join My Mailing List" box to your Facebook page. Post teasers for your e-mail newsletter on Twitter, linking people to an archive where they can peruse past issues. Send a message to LinkedIn contacts telling them about your newsletter and inviting them back to your website to subscribe.
- Keep a sign-up sheet and a printout of your most recent newsletter issue near the cash register.
- Include an e-newsletter teaser and sign-up link on your business cards and on other printed media.
- Hold a contest for employees, sales reps, and other members of your team to give them incentive to ask for sign ups.
- Offer a free report or coupon to new subscribers.
- Give customers a way to select areas of interest and preferences when they sign up, so you can send them targeted content.
- Send a welcome e-mail to acknowledge subscribers that have signed up. Use this opportunity to set expectations for what they'll receive and how often (include a link to a previous campaign or newsletter issue).

Take a look at the tips above to see where you may be missing opportunities to build a bigger e-mail list. There may be entire segments of your market and audience that remain untapped. You won't know if they're interested unless you ask.

Gail Goodman, www.entrepreneur.com



Thank you to (l-r) Bob Quigley, CR, Brillo Home Improvements, Inc.; Kevin Anundson, CR, CKBR, The OAR Group; and Nick Kerzner, CR, CKBR, Kerzner Remodeling & Construction, for participating in a panel discussion on "How to Select a Contractor Based on Project Type" at the association office on May 12.



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STARR GROUP INSURANCE PROGRAM FOR MILWAUKEE/NARI MEMBERS

RESULTS TO DATE:

Member Premium Savings:
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Contribution to Milwaukee/
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"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
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- 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.



membership COMMITTEE

Membership Committee Holds “NARI Day” Recruitment Drive

To celebrate National Home Improvement Month, the Milwaukee/NARI office recently hosted a “NARI Day in May” recruitment lunch. The program was well attended by prospective members who have interest in joining our organization.



Wayne Abendschein of 1st Choice Heating & Cooling, Home Improvement Show and Fall Home & Remodeling Show Committee Chairperson, discusses the benefits of Milwaukee/NARI Membership with prospective members at the NARI Day recruitment lunch on May 12.

Milwaukee/
NARI President Diane Ausavich, CR (*Carl Krueger Construction, Inc.*), welcomed guests and Show Committee Chairperson Wayne Abendschein (*1st Choice Heating and Cooling, Inc.*) gave an overview of the Milwaukee/NARI Consumer Shows. Nick Kerzner, CR, CKBR (*Kerzner Construction & Remodeling*), provided details about the Milwaukee/NARI marketing plan, while Bob Sebastian, CR, CKBR (*Brillo Home Improvements, Inc.*), discussed the education programs offered by the chapter, along with the significance of becoming a NARI Certified Professional.

The event closed with a presentation by Scott Cline (*J&B Construction Company, Inc.*) on the importance of the Milwaukee/NARI Code of Ethics, the advantages of utilizing the association’s mediation/arbitration services, and an introduction of the new STARS (State-of-the-Art Remodeling Specialists) training certification program.

Help Us Grow!

As we move toward our membership goal, consider who you know, who they may know, and how they could benefit from a Milwaukee/NARI membership.

Milwaukee/NARI is for anyone involved in the remodeling industry whether directly or indirectly. So think not only about your contractor colleagues, but also those service providers who may be indirectly related to the industry. These could include lending institutions, insurance agencies, financial planners, accountants, graphic designers, printers, and photographers. We offer many opportunities for these types of businesses (as well as the traditional contractor) and would consider your referral a sincere compliment.

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

A&M Quality Construction –
Basement Waterproofing & Repair
111 Wilmont Drive Suite F
Waukesha, WI 53189
262-896-1193, Joe Gorgas, Sr.

Brookfield Home and Idea Center
3485 N. 124th Street – Brookfield, WI 53005
262-790-4050, Rick Dahl

JJJ Carpets and Cabinets – Floor Coverings
3145 N. 124th Street – Brookfield, WI 53005
262-781-6200, Jim Matt

John Hancock Financial Network/
Wisconsin Flynn – Financial Services
12970 W. Bluemound Road Suite 200
Elm Grove, WI 53122
262-784-8400 ext. 140, Benjamin Zastrow

LaBonte Construction, LLC – Bathroom
Remodeling, Carpenter-Contractors,
Kitchen Remodeling, Remodeling-General
5860 W. Betty Lane – Brown Deer, WI 53223
414-339-6638, Dave LaBonte

Semper Fi Roofing - Roofing
206 Travis Lane #5 – Waukesha, WI 53189
262-544-4885, Vito Schwartz

South Valley Remodeling, LLC – Basement
Remodeling, Bathroom Remodeling, Decking-
All Types, Home Inspection & Consulting,
Kitchen Remodeling, Siding, Sunrooms
4395 South Valley Lane – New Berlin,
WI 53146
262-548-0306, Ken Odegard

Tee Time, LLC – Advertising, Marketing
D/B/A Flyin’ Frank Apparel Promotions
729 Riverview Drive – Thiensville, WI 53092
262-613-2616, Jay Paulsen

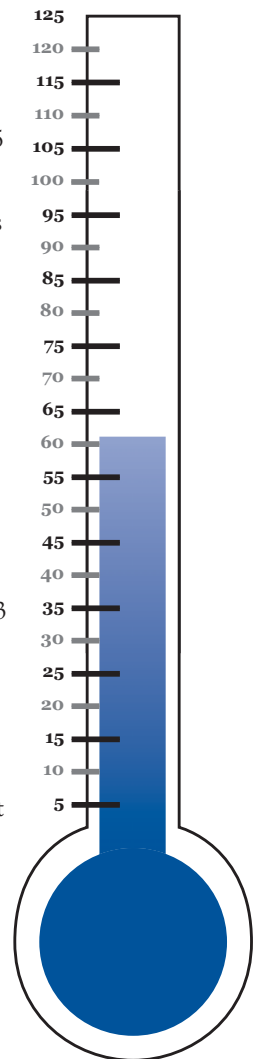
Wingspan Glass Technologies - Shower & Tub Enclosures
N90 W16946 Appleton Avenue – Menomonee Falls, WI 53051
262-532-0303, David Lemminger

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.

ALL ABOARD! Dinner Cruise Update

This month we would like to thank the following Milwaukee/NARI members for their recruitment efforts.

RECRUITMENT GOAL:
125 NEW MEMBERS
CURRENT: 61



continued on page 7

Membership Committee continued from page 6

They will be issued a boarding pass to our August Dinner Cruise event – make sure YOU can join us by helping to secure a new Milwaukee/NARI member!



- Tom Callen – Callen Construction, Inc.
- Rick Dahl – America In-Home
- Paul Gaertner – White Dog Photography & Design
- Patty Johnson – Ron Sonntag Public Relations, Inc.
- Tom Weiher, CR, CKBR – Carmel Builders, Inc.

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

- | | |
|--------------------------|-------------------------------|
| Advanced Energy Concepts | Duraclean Fire & Restoration |
| Architrave, LLC | Gaidish Construction |
| Arrow Millwork Co., Inc. | InPro Corporation |
| Assured Builders | Kustom Kitchen Designs |
| Barstool Central | Lead Gen, Inc. |
| CS Didier | Outdoor Lighting Perspectives |

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 to raeann@milwaukeeenari.org or call the chapter office, 414-771-4071.

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Bill Wandsnider

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Phone: (262) 255-7882

E-mail: wandsnider@aol.com

Website: www.wandsnider.com

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Fax: (414) 264-5778

5030 N. 35th Street
Milwaukee, WI 53209
Tel: (414) 462-7900
Fax: (414) 462-6177

548 W. Sunset Dr.
Waukesha, WI 53189
Tel: (262) 542-6666
Fax: (262) 542-7180

Sign Up Today for July 14 Golf Outing

Information on the 2010 Milwaukee/NARI Foundation Golf Outing, Wednesday, July 14, at Ironwood Golf Course in Sussex, was sent to all members in April, and a recap appears on the front page of this issue. The information received in April includes the registration form, the silent auction donation form, and the sponsor sign-up sheet.

Make sure you're part of the fun and camaraderie during the day, sharing in the enjoyment of a relaxed round of golf, good food, and prizes.

If you have an item that you would like to donate for the silent auction, please complete the form in the packet and submit it to the Milwaukee/NARI office. To date, the following items have been secured:

- 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
- Two premier sports chairs from WKLH-FM 96.5/WHQG-FM 102.9
- Milwaukee Brewers Tickets (4) from United Products Corporation
- Saturday, September 11, Kettle Moraine Jazz Festival Tickets (2) from Ron Sonntag Public Relations, Inc.
- Milwaukee Brewer Tickets (2) from Western Building Products
- Golf Jacket and Dozen Golf Balls from Roto-Graphic Printing
- Banner and Tile ads on the association website for one year; One-year association membership renewal; Three (3) half-page ads in the 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, plus consider one of the many sponsorship opportunities.

Fall Show Offers Interior Design Display Opportunity

The Milwaukee/NARI Fall Home & Remodeling Show, Friday, September 17, through Sunday, September 19, at the Wisconsin Exposition Center at State Fair Park, is offering Milwaukee/NARI members an opportunity to create an Interior Design Room Display as part of the 2010 Show.

The display will consist of four, 12' x 12' spaces with three walls.

Four Milwaukee/NARI members will be able to create a room display of their choice, working with an area celebrity to create the design. Participating members can "co-op" with other association members in terms of materials provided.

There is a fee of \$1,250 to participate in this display area, which will be promoted as a special attraction. The four companies that complete a room display will receive the following benefits:

- Marketing/Advertising Exposure – promotion in print and electronic media, association website, news releases, Fact Sheet, Show signage, etc.
- Ability to use the display space as a sales area (participating member company only)
- Exhibitor Display Tickets
- Inclusion in Exhibitor List on website, *Milwaukee Journal Sentinel* special section, and Show Information Brochure

Please contact the Milwaukee/NARI office at 414-771-4071 or shauna@milwaukeevari.org if you would like to reserve one of the four display spaces or if you want additional information on this exciting promotional opportunity.

Bring Inspiration Home



Resume & Job Posting Available on Website

Milwaukee/NARI continues to offer members the chance to post a job opening on the association website 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.org. 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. 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.

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.



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Got NARI?

Congratulations to Quality Remodeling Specialists for adding the 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.



QRS
Quality Remodeling Specialists, Inc.
Pewaukee, WI 53072
(262) 691-2895 office
(262) 691-4502 fax
Luis A. Ruiz, CR, CLC
• Kitchens • Additions
• Lower Levels • Baths
• Commercial Buildouts
Certified Remodelers
BBB NARI MEMBER
www.qualityremodelingspecialists.com

Question: I have a customer who has had an ongoing water leak at the chimney for five years. It leaks after heavy rains even though the masonry chimney has been rebuilt. The flashing was also replaced at the time of the rebuild and appears to be good. How can I be sure the flashing was installed correctly?

Answer: Water leaks can be tricky and the flashing around the chimney is critical to preventing water intrusion. There are two main components to a proper flashing system, the step and counter flashing.

The first thing is to determine if the step flashing under the counter flashing is present and interlaced between the shingles for proper drainage. Depending on how the counter flashing was installed, this can be done by lifting up an edge of the flashing at the roof line or by going into the attic and observing if there are tin step shingles visible next to the chimney with proper overlap spacing. The counter flashing is what covers the tin step shingles and what is seen when looking at the chimney from the exterior where the chimney protrudes through the roof.

There are two methods in which you will see counter flashing installed. One has the counter flashing coming down vertically next to the chimney with a 90-degree bend at the roof extending outward horizontally four inches and nailed onto the roof shingles. The advantage to a free floating flashing is as the chimney and roof expand and contract at different rates the counter flashing is not being pulled apart weakening the attachment point at the chimney.

Flashing is built through a series of overlaps and if not done correctly, can appear to be satisfactory at first glance. Counter flashing should be overlapped and hand bent to make a watertight seam that will give many years of trouble free service. Aluminum should never be used for flashing that comes into contact with masonry. The Portland cement in the masonry will chemically react with the aluminum and deteriorate the aluminum very quickly. This has occurred only one year after aluminum flashing was used and is the reason most local codes prohibit using aluminum for flashing masonry.



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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 Certifications

- 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 (Study Groups Begin Sept. 8)

- 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 Meetings

November 13 – Certification Exam Given

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

Interview with... Dean Herriges, MCR, CKBR, Urban Herriges & Sons, Inc.

On behalf of Milwaukee/NARI Home Improvement Council, Inc., congratulations to Dean Herriges, MCR, CKBR, who recently earned the distinction of becoming the first individual in our chapter and in Wisconsin to obtain his Master Certified Remodeler (MCR) designation through the National NARI.

How long have you been in the industry and what initially inspired you to follow this career path?

I began a full-time career in construction the day after



high school graduation. I was indentured and apprenticed, as a carpenter, to the State of Wisconsin and my grandfather's residential construction firm in 1966.

Growing up in a family business, surrounded by grandpa, dad, and a host of uncles seemed very natural. Grandpa's business, Phil Herriges & Sons, enjoyed an excellent reputation serving the south side of Milwaukee as an early homebuilder and Remodeler from 1927 to 1996. Grandma and grandpa had 17 children and 8 of them were boys. In starting their careers, all my uncles worked for the family business and since then, they've each continued in construction and are scattered in different cities across the nation.

As vacant land in Milwaukee County became a rare commodity, the family business moved effortlessly to remodeling existing homes. My dad, Urban, ventured to western Waukesha County in 1972 and began anew, forming Urban Herriges & Sons. Building and remodeling was all we knew. It's all we had known for five generations. It was in our blood. And now Mukwonago, our new home, has become the location for our extended family business.

Working alongside my dad and brother, Bob, we designed and built remodeling projects that grew in size, complexity, and cost, becoming larger as the years clicked by. My children Joe, Julie, and Lisa were also attracted to the business. They have been part of my daily career and life for over 20 years. In that time, they have been my students, my trusted audience, and now my peers.

What motivated you to pursue the MCR designation?

Our company's history with Milwaukee/NARI began in 1986 when we became members. The business needed help and better public exposure. Both were found with membership in NARI. We were in need of the strong public image and consumer confidence that being a NARI member reflects. In studying successful Remodelers in Milwaukee, it was very apparent NARI education and certification has always been a vital component to being a successful Remodeler. A few years later, I earned the NARI designation CRS, Certified Remodeler Specialist.

In 1995, the Milwaukee Chapter formed a study group for the CR, Certified Remodeler. When the studying and testing process was completed, I became a CR along with national recognition as a recipient of the NARI Hank Spies CR Superstar Award for 1995. In 2003, I studied and tested for the CKBR, Certified Kitchen and Bath Remodeler.

By this time, NARI Certification became a lifestyle. It was the nucleus for a way of thinking and working in our industry. The benefits were immediate and long lasting. When the Master Certified Remodeler (MCR) designation became available, its pursuit was magnetic and very compelling. Like being drawn to the sun.

MCR, issue #15, is the culmination of my life-long career in the remodeling industry. An achievement reserved for those who have a dedicated vocation and respect for our industry.

As a current National NARI Vice President, the title MCR



Dean Herriges, MCR, CKBR

carries with it joys and responsibilities. A commitment to remodeling consumers, our collective community, and fellow NARI Remodelers.

Over the course of your career, of what accomplishments are you most proud?

Listing achievements over a 40-year plus career can't be prioritized with a few grand ones at the top of the list. Achievements are done in steps, some huge, others fractional in size, each one important. Early accomplishments centered around learning the trade, building and remodeling homes, working together with all the trades to ensure a trouble-free finished product. Designing projects that reflect the client's desires and lifestyle. This was and still is extremely challenging and very rewarding.

Throughout this entire time, NARI was in the background. Guiding, coaxing, encouraging, and rewarding me. Very subtle in its presence. Always there, ready with an answer.

My greatest career achievement has been to work side-by-side harmoniously with the people of this industry. They include my family, fellow tradespersons, suppliers, competing Remodelers, educators, publishers, and mentors. They represent the local, state, and national leaders of remodeling. All are NARI members.

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

- Wednesday, June 30 – Reoccurring Code Violations Seminar: 8:00 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 Expo Center at State Fair Park
- Tuesday, September 21 – Milwaukee/NARI Monthly Membership Meeting: 7:30 a.m. Breakfast; Location TBD
- Friday, October 15 – Wisconsin Remodeler of the Year Award Entry Deadline
- Tuesday, October 19 – Milwaukee/NARI Monthly Membership Meeting: 11:30 a.m. Lunch; Location TBD
- Tuesday, November 16 – Milwaukee/NARI Monthly Membership Meeting and Election Night: 6:00 p.m. Dinner; The Wisconsin Club, Milwaukee
- Wednesday, December 1 – National Contractor of the Year (CotY) Award Entry Deadline
- Friday, December 10 – Milwaukee/NARI Foundation Holiday Party; Location TBD

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

Member Showcase Participants Needed

At each of Milwaukee/NARI's monthly membership meeting, member companies get an opportunity to serve as a Member Showcase, displaying their products and services in a high traffic area during the dinner meeting's cocktail hour, or the breakfast and lunch meeting's registration period, talking with other members on how they can assist their business. Members mingle with the Showcase participants, getting information on what the company offers.

There are opportunities for your business to serve as a Member Showcase at a Milwaukee/NARI membership meeting in the fall of 2010 and in 2011. For your participation, you and your company receive the following benefits:

- Promotion in the association newsletter prior to the meeting
- Present company information in a relaxed atmosphere
- Introduction to members at the meeting by Program Committee representatives
- Two complimentary meals
- "Member Spotlight" article in Milwaukee/NARI newsletter
- Photo of booth display in post meeting newsletter
- 50 percent discount if you do another Member Showcase within 24 months of your initial participation

In return for these benefits, Milwaukee/NARI Member Showcase participants provide the following:

- Information on the company to those interested in your business
- Marketing materials on your business – promotional items, discount certificates, etc.
- A short background on the company and staff exhibiting for use during the introduction
- \$250 (to be invoiced by the Milwaukee/NARI office)

If you would like to be a Member Showcase participant, please contact Amanda Dombrowicki at the Milwaukee/NARI Office: 414-771-4071 or amanda@milwaukeeenari.org.

In Memoriam

It is with sadness that we acknowledge the passing of two Milwaukee/NARI members. James Loucakis of J.L. Drywall Specialist and Win Redding of Architrave, LLC recently passed away. Please keep their families in your thoughts.



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STARS TRACKS

1.	NARI & YOU "Build Your Business Together" Thursday, July 1st	9:30am to 11:00am
2.	Subcontractor and Supplier Management Thursday, August 5th	9:30am to 11:00am
3.	Communication Skills: Establish standards for communication, and proactive information sharing with customers Thursday, September 2nd	9:30am to 11:00am
4.	Time Management Thursday, October 7th	9:30am to 11:00am
5.	Legal and Insurance Thursday, November 4th	9:30am to 11:00am

***\$39 Per Track for Milwaukee/NARI members**

Please contact the Milwaukee/NARI Office at 414-771-4071 to make your reservation

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Dave Amoroso with Ron Sonntag Public Relations at 414-354-0200 ext. 108

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Spring Home Improvement Showcase Recap

Hundreds of consumers from throughout southeastern Wisconsin took advantage of the opportunity to tour several of the homes that were part of the 11th Annual Milwaukee/NARI Spring Home Improvement Showcase – A Tour of Remodeled Homes.

Congratulations and thank you to the following companies for being part of the event:

- B & E General Contractors, Inc.
- Barenz Builders, Inc.
- Callen Design Group, a division of Callen Construction, Inc.
- Cream City Construction, Inc.
- Froz  Design-Build, Inc.
- J&J Contractors I LLC
- Nehmey Construction, Inc.
- The OAR Group, Inc.
- Refined Renovations, LLC
- S.J. Janis Company, Inc.
- Salzer’s Building & Remodeling Co., Inc.
- Ware Design, LLC

Special thanks to Weather-Tek Design Center, Marvin Windows, and the *Milwaukee Journal Sentinel* for serving as event sponsors, and to The Kohler Co. for providing the prize giveaway for attendees that visited at least four projects.

Congratulations to Ware Design, LLC in Delafield on receiving the “Best of Show” award that was presented in conjunction with the Spring Showcase. A panel of judges visited each of the 12 Spring Showcase project locations looking to identify the entry they believed had the best workmanship, attention to detail, design quality, and presented the best overall “tour experience.” In a very close and difficult decision, Ware Design was selected the winner.



May Lunch Meeting Recap

The May 18 lunch meeting at The Bavarian Inn had more than 65 members in attendance. The day featured a presentation by Craig Cooke and Daryl Ohland of WipFli, LLP on “Managing Your Sales and Use Tax Liability – Minimizing Unwanted Surprises from the Department of Revenue.”

Thank you to ProSource Wholesale Floorcovering and The Starr Group for serving as the day’s Member Showcases.



Photos courtesy of Paul Gaertner of White Dog Photography & Design



ProSource Wholesale Floorcovering



The Starr Group



Craig Cooke & Daryl Ohland of WipFli, LLP



Ware Design, LLC “Best of Show” Winner





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Inlanta Mortgage offers the FHA 203(k) program of which every remodeler should be aware! With the 203(k), the property is appraised "subject to" the work being done per your contract. Any existing mortgage is refinanced into the new loan for 1 loan convenience. Draws are provided during the remodeling process. Loans may be approved up to the total amount of the "improved" value of the property on a thirty year, fixed rate loan*. Most homes and improvements qualify, and we even have a streamlined program if the work is less than \$35,000.

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JUNE 2010						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1.	2. <i>Noon</i> Education/Certification Committee Mtg. <i>3:00 p.m.</i> Spring Showcase Wrap Up Mtg.	3. <i>8:15 a.m.</i> Foundation Board Mtg.	4. <i>8:30 a.m.</i> Membership Committee Mtg.	5.
6.	7.	8. <i>11:00 a.m.</i> Executive Committee Mtg. <i>11:45 a.m.</i> Board Mtg.	9.	10.	11.	12.
13.	14.	15.	16. <i>8:00 a.m.</i> Fall Show Committee Mtg. <i>10:00 a.m.</i> Home Improvement Show Committee Mtg.	17. <i>9:00 a.m.</i> Marketing Committee Mtg.	18.	19.
20.	21.	22.	23.	24.	25.	26.
27.	28.	29. <i>Noon</i> Ethics Committee Mtg.	30. <i>8:00 a.m.</i> Reoccurring Code Violations Seminar: Milwaukee/NARI Office			