

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

MILWAUKEE/NARI LUNCH MEETING TUESDAY, MARCH 18, 2008

**KLEMMERS BANQUET CENTER
10401 W. OKLAHOMA AVENUE • MILWAUKEE**

In addition to honoring three staffers of Milwaukee/NARI member companies with 2008 “Employee of the Year” Awards, the March Membership Meeting will provide you and your staff with an opportunity to get insight on Business Etiquette.

To present the latest on this topic is DeAnna Radaj, a nationally recognized speaker on a variety of topics and presenter of a successful series of business workshops for business owners and their employees. She will share her experiences on what individuals can do to work more effectively in a changing environment.

In our ever-changing world of technology, our social skills have declined as we become more and more dependent on our technological gadgets (laptops, email, IM ing, texting, iPods, etc.). DeAnna will show...



- the proper way to greet someone
- the art of the handshake
- proper topics of conversation in a business setting
- proper phone etiquette
- proper email etiquette
- table manners at a business dinner

DeAnna directs various seminars and workshops at Alverno College and other centers and businesses through her company Bante Design LLC. She has a bachelors degree in marketing from Marquette University and an interior design degree from MATC. She has been featured in *M Magazine*, *MKE*, the *Milwaukee Journal Sentinel*, and *Milwaukee Home Magazine*.

Come join us for an informative session and help us recognize three Milwaukee/NARI member employees for outstanding work on behalf of their employers.

COST : Pre-Registration: \$15.00
Walk-ins: \$20.00

11:30 a.m.: Registration
Noon: Lunch
12:30 p.m.: Program
1:00 p.m.: “Employee of the Year” Award Presentation
1:15 p.m.: Business Meeting
1:30 p.m.: Conclusion

continued on page 3

presidents LETTER

On January 18 of this year, I was among 243 of our chapter members and guests who attended the 2007 Wisconsin Remodeler of the Year Awards (WRA) banquet in the Grand Ballroom of The Wisconsin Club. This was a first class event that showcased the projects from Milwaukee/NARI members that were presented with a Gold, Silver, or Bronze Award.

The electricity in the room was apparent during the presentation of before and after photos of the high quality work conducted over the course of the past year in Southeastern Wisconsin. Whether Milwaukee/NARI members participated in the chapter's or National NARI's awards programs, each award winning company will be realizing the fruits of their labor throughout the course of the year.

In addition to the 100 projects submitted for judging from Milwaukee/NARI members, there were several members that also submitted projects for judging in the NARI Contractor of the Year (CoTY) program. Members from our chapter that won on the regional level were: B&E General Contractors (2 awards); Brillo Home Improvements, Inc.; E. Miller & Associates; JDJ Builders (2 awards); and Wallner Builders.

According to National NARI, there were over 200 more entries to the CoTY Awards this year compared to just 2 years ago. That is a great testament to the aforementioned Milwaukee/NARI members who will be receiving their regional awards and vying for a National CoTY Award later this month in St. Petersburg, Fl. For those of you who haven't attended a CoTY Awards Program, you would be impressed by the production NARI displays for their expected attendance of over 425 contractors and guests from across the country. Congratulations and good luck to those Milwaukee/NARI members!

As I walked through the 2008 Home Improvement Show, I saw several members displaying their 2007 WRA awards in their booth and even those that already updated their consumer brochures promoting their recent achievements. These are the members that are maximizing their exposure to area consumers as award winning contractors that will only help them in getting future projects.

Members who won a 2007 WRA award are also included on the Milwaukee/NARI Web site, in an organization press release, in the Winter 2008 issue of NARI News (area consumer newsletter - 1,800 subscribers), at the 2008 Home Improvement Show, in the February 2008 Milwaukee/NARI Newsletter, and in the 40-page *M Magazine* insert that was mailed to over 100,000 homeowners in Southeastern Wisconsin. If you were to add the costs to individually advertise in those mediums, the cost to enter a project (\$110 in 2007) would be exponential.

For those Milwaukee/NARI members that have yet to advertise to area consumers of your WRA and/or CoTY accomplishments, I ask "What are you waiting for?"

Best regards,

Scott Cline
President

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MENU: Salad, Beef Stroganoff over pasta, potato du jour, vegetable du jour, rolls and butter, coffee, tea, or milk, and ice cream.

MEMBER SHOWCASE: Ameriprise Financial is the Member Showcase for the day. Please be sure to stop by to learn about how this company can help your business.

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

that you pick up any remaining cards at the end of the evening so room can be made for next month's meeting.

JACKPOT DRAWING: One lucky member will win \$75.00! Just pre-register with the office, be the official representative of your company, and be present for the drawing. You could be a winner!!

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

Registration Deadline: Friday, March 14

member SPOTLIGHT: Flanner's Home Entertainment

Flanner's Home Entertainment has been serving Wisconsin residents since 1891 when Joseph Flanner, a New Orleans music retailer, moved to Milwaukee to open his own store. Since then, Flanner's has kept pace with the ever-changing technology and needs of its customers. While video and the transition to high definition are driving the industry right now, Flanner's also offers custom installation of whole home audio/video distribution, lighting control, home networking/structured wiring, and home automation/systems integration. Commercial systems including training facilities, conference rooms, and background audio and video systems in banks, restaurants and offices are also on the menu.

Ron Lemke has been with Flanner's since 1972 and specializes in custom sales, which includes designing and selling whole-house entertainment systems, integration of home systems, structured wire networks, and home theater design.

Flanner's has been a member of NARI since 1992. "Membership in organizations, such as Milwaukee/NARI, are important for many reasons," Lemke said. "The new member thinks mostly of networking, shows, and building his business. Then the other reasons are realized, such as education, certification, and helping each other toward common goals. It also helps to keep a focus on how to serve your clients properly. The more we support each other, the stronger we will be as a whole."

The convergence of the computer world and home entertainment is happening at a rapid pace. One of the latest trends is "streaming" audio and video from a "server" in a central location via either wired or wireless Ethernet to other parts of the home or office.

"These new technologies and systems can be overwhelming," Lemke said. "Our new motto is 'We make it easy.'" Flanner's will help homeowners with controlling automated A/V systems and beyond to integrate with other home mechanicals such as HVAC, lighting control, and security including surveillance cameras that can be monitored from remote locations, including the Internet.

Working with homeowners to coordinate the design, installation, and programming of a whole-house audio or video system is a specialty of Flanner's. "We have three full-time programmers that are automating systems for homeowners, three

project managers, and 12 installers to handle the installations," Lemke said.

There are popular educational seminars open to the public, such as "What To Know Before You Build or Remodel," which emphasizes the key elements to home A/V solutions and what the homeowner (or Remodeler) needs to know before work starts. It covers structured wiring, in-wall or in-ceiling speakers, centralized component locations, lighting control, and integration with a home network. "I always emphasize that wire is cheap when the walls are open," he said. "That is as long as you put the right wire in the right place. The new technologies offer plenty of opportunity for the do-it-yourselfers to do it wrong."

Other seminars offered include "Which TV is Right For Me" and "Home Theater Solutions" to name a few. All this takes place at the 19,000-square-foot store at 16220 W. Bluemound Road, Brookfield.

For more information on Flanner's services, visit www.flanners.com or call (262) 789-1195.

Free Trip & Passes to the KBIS Show

Free bus transportation and a floor pass to the National Kitchen and Bath Industry Show and Conference are available to Milwaukee/NARI member designers, plumbers, architects, Remodelers, fabricators, and kitchen and bath designers and dealers. This offer is courtesy of Milwaukee/NARI and the Kohler Company.

The 2008 Kitchen and Bath Industry Show, which takes place in McCormick Place in Chicago, is the largest showcase of product innovations and design ideas by over 900 of the world's leading manufacturers and suppliers in the kitchen and bath market.

The bus, a Wisconsin Coachline vehicle, will leave the Watertown Plank Road Park and Ride at 7:45 a.m. on Friday, April 11. The bus will leave McCormick Place at 5:30 p.m., returning to the Park and Ride.

Please register by calling the Milwaukee/NARI office at (414) 771-4071, or by faxing your company name, address, and the names of attendees to (414) 771-4077.

membership COMMITTEE

The consensus seems to be “we have not had a winter like this in years” in reference to the snow, sub-zero weather, heavy winds, and more snow. The Milwaukee/NARI Home Improvement Show, however, went on as scheduled. We had the opportunity at the Show to meet and visit with many of our members and we were extremely pleased to meet our recent new members that were first-time exhibitors. These new members all expressed interest in participating in future Shows due to the amount of quality leads that were obtained at this Show.

I would like to thank all of the members that worked at the information booth at the Show. We received more than 25 good prospects that are non-member contractors that visited our Show and wanted to receive additional information about how to become a member of Milwaukee/NARI.

Thanks to all who volunteered at the information booth. They are as follows:

Laura Boyden – Boyden Construction
Scott Cline – J & B Construction Company, Inc.
Ken Connor, CR – Connor Remodeling & Design, Inc.
Jim Davis – Lakeside Development Company
Eric Erickson – Floorco
Jill Feltz – Stickler & Associates
Tom Hagner, CRS – Better Building by Weather-Seal, Ltd.
Jack Loppnow – Robertson Ryan & Associates
David Markwiese – Nationwide Floor & Window Coverings
Susan Montie, CSP, CAPS – Advanced Communication Specialists
Ronna Bromberg Pachefsky – Plaster Gallery, LLC
Jim Pitzen – Pitzen Design, Ltd.
Mary Kay Siemann – Rundle-Spence Mfg. Co.
Bill Wandsnider – Wandsnider Landscape

The Membership Committee met on Thursday, February 14, 2008 and finalized plans for the first Open House for non-member contractors to be held at our office. The event will be Friday, March 28, with lunch served at 11:30 a.m. and the presentation at noon featuring information on benefits for Milwaukee/NARI members, questions and answers, and in addition, drawings for attendance gifts. The entire program will be concluded by 1:15 p.m. All the prospects we received from the Show information booth will be invited to be our guests for the “Recruiting Program.”

While we are on the subject of new prospects, we would appreciate you submitting your prospects. Surely, you must have a sub-contractor, friend, or know someone related to the remodeling industry that we could invite to the Open House. Just submit the name to the Milwaukee/NARI office and

we will invite your prospect to be your guest. We need your help to make this “Recruiting Open House” another success. Thank you in advance for your help!

The Board of Directors met on Tuesday, February 12, 2008 to review new member applications. The following were approved for membership:

Alpha Home Builders, Inc. – Additions
18030 Milwaukee Avenue – Brookfield, WI 53045
Jeff Hurst, 262-617-3176

Blue Hot Design – Interior Design
201 W. Brentwood Lane – Glendale, WI 53217
Marianne Kohlmann, 414-228-7801

CKC Contracting, LLC – Remodeling-General
1809 Shepherd Court, Apt. #109 – Waukesha, WI 53186
Ryan Ketcham, 262-565-8412

Paul Crandall & Associates, Inc. – Roofing
1515 Indian Hill Drive – Grafton, WI 53024
Paul Crandall, 262-375-3505

Crestone Construction – Design/Build
4544 N. Sheffield Avenue – Shorewood, WI 53211
Shawn Brown, 414-305-4066

Thanks for investing in Milwaukee/NARI membership. Now, to get a return on your investment, you must get involved in some of the future functions on the NARI calendar. We look forward to seeing you at some of the future events.

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

Argus Security Corp.
Bilder Builders
CamShawn Builders, Inc.
Guaranty Bank/GB Home Equity
Horizon Communication Systems, Inc.
Indoor Purification Systems
Sallman Painting, LLC
The Mortgage Guys
Wisconsin Interiors & Remodeling

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

EDUCATION/CERTIFICATION COMMITTEE

We want to thank everyone that staffed the “Ask the Professional” booth at the Milwaukee/NARI Home Improvement Show. Many of you answered the call and gave some of your valuable time to assist attendees with questions.

These professionals showed the commitment that makes our chapter a role model for others around the country. But every Show, it's a challenge to get enough members to staff the booth continuously. Some take the little off time they may have from working their own Show booths to fill in, but we need more commitment from the rest of the Certified Professionals during these times. It is then that you can give back to the organization and especially the Education/Certification Committee that volunteered their time to help you attain your certification in the first place. I would like to remind everyone that all those people who put on the certification programs are volunteering their time and many times expenses to train you or your employees.

There are other ways you can help out, such as taking part in panel discussions at area technical colleges and making presentations at area high schools.

We have developed a “Certified Professional Information Form” that you will be receiving soon. Please fill it out and return to the Milwaukee/NARI office as soon as possible.

Respectfully submitted,

Mike Ellery, CR, CKBR
Education/Certification Committee



Pekel Construction & Remodeling Wins *M Magazine* Readers Choice Award

Consumers from throughout Southeastern Wisconsin voted in huge numbers to select their “favorite” Lower Level in the *M Magazine* and Milwaukee/NARI “Readers Choice” competition held in conjunction with the annual Wisconsin Remodeler of the Year Awards (WRA).

The Pekel Construction & Remodeling project was selected from seven entries in the Lower Level categories. Congratulations to the Pekel Construction & Remodeling staff, and thank you *M Magazine* for sponsoring this competition.

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

Home Improvement Show Raffle Raises Over \$5,800

The Milwaukee/NARI Foundation raffle conducted at the 46th Annual Home Improvement Show raised more than \$5,800 for scholarships and tools that will be used with students pursuing careers in the home improvement and remodeling industry. The raffle prizes awarded are as follows:

Carrier Furnace and Air Conditioner, including installation, from 1st Choice Heating & Cooling – Bob O'Brien, Whitefish Bay

Playhouse constructed by MATC Downtown Campus Carpentry Students – Heather Costvet, Muskego

Playhouse constructed by MATC South Campus Carpentry Students – Julie Martindale, New Berlin

Playhouse constructed by WCTC Carpentry Students – Barry Brunow, Union Grove

Voucher for two round-trip Midwest Airlines tickets – Jim Worzala, Milwaukee

Reverse Osmosis System from Culligan of Greater Milwaukee – Joe Bacich, CR, Greenfield

Amarr Garage Door, including installation, from Professional Construction, Inc. – Jeff Czarnecki, Waukesha

An area rug and a one-hour designer consultation from Carpet Town – Jill Feltz, Wauwatosa

\$500 Gift Card for House of Harley Davidson – Mark Brick, CR, Bayside

\$100 Bartolotta Restaurant Gift Certificate from Callen Construction, Inc. – Tom Kerzman, Watertown

Thank you to all members that purchased tickets in support of the Foundation.



WCTC Playhouse



Bob O'Brien (l) of O'Brien Insulation, winner of the Carrier Furnace and Air Conditioner from 1st Choice Heating & Cooling, with Dave Amoroso (c), Milwaukee/NARI Foundation Secretary, and Ken Skowronski, CR, (r) Milwaukee/NARI Foundation Vice President



MATC South



MATC Downtown

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Tuesday, March 18: Milwaukee/NARI Monthly Membership Meeting: 11:30 a.m. Lunch: Klemmers Banquet Center

Tuesday, April 15: Milwaukee/NARI Monthly Membership Meeting: 7:45 a.m. Breakfast: TBA

Friday, April 25: 3rd Annual Milwaukee/NARI Foundation Rummage Sale: Milwaukee/NARI Office

Saturday, May 3 – Sunday, May 4: 9th Annual Spring Home Improvement Showcase – A Tour of Remodeled Homes

Tuesday, May 20: Milwaukee/NARI Monthly Membership Meeting: 11:30 a.m. Lunch: TBA

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.; Breakfast: TBA

Friday, September 26 – 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., Lunch: TBA

Tuesday, November 18: Milwaukee/NARI Monthly Membership Meeting and Election Night – 6:00 p.m. Dinner: The Wisconsin Club

Question: I have a customer who gets smoke entering through the basement fireplace when the upstairs fireplace is being used. They are natural masonry fireplaces and use the same chimney chase. What causes this and how can it be corrected?

Answer: This is a common problem and needs to be diagnosed if there is a house pressure problem or if there is exhaust communicating between the two flues.

The first test involves covering the basement flue at the top and operating the upstairs fireplace. If the problem goes away it indicates there is a house pressure problem and the chimney is thermo-siphoning air down the basement flue to provide make up air below the neutral pressure plane of the house. A solution to prevent the smoke from coming down the basement flue is to install a top sealing damper.

If covering the basement flue does not stop the problem, it indicates the flue or smoke chamber for the upstairs fireplace is communicating exhaust with the lower fireplace flue. This is best verified by internally scanning the fireplace systems for voids in the flue liner or smoke chamber of the fireplaces. If the void is in the upper four feet of the flue liner, it can be addressed fairly easy by repairing the void. If the problem is below this point, it may require a relining or re-parging of the smoke chamber to correct the problem.



Howard Rowell CSS
Royal Chimney Service

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howard@royalchimney.com
www.royalchimney.com

MARCH 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1.
2.	3.	4.	5. 5:00 p.m.: Education Certification Mtg. 7:00 p.m.: Certified Professional Group Class	6. 8:15 a.m.: Foundation Board Mtg.	7.	8.
9.	10.	11. 11:00 a.m.: Executive Committee Mtg. Noon-Board Mtg.	12. 7:00 p.m.: Certified Professional Group Class	13.	14.	15.
16.	17.	18. 11:30 a.m.: Monthly Membership Meeting at Klemmers Banquet Center 6:30 p.m.: Public Seminar - "Aging in Place in Style"	19. 8:00 a.m.: Fall Show Committee Mtg. 10:00 a.m.: Home Improvement Show Committee Mtg. 7:00 p.m.: Certified Professional Group Class	20. 9:00 a.m.: Marketing Committee Mtg.	21.	22.
23.	24.	25. Noon: Ethics Mtg.	26. 7:00 p.m.: Certified Professional Group Class	27.	28.	29.
30.	31.					

Save Your Leftovers



Just a reminder that the Milwaukee/NARI Foundation will hold the Third Annual “Rummage Sale” on Friday, April 25, in the Milwaukee/NARI office parking lot.

We’re pleased to announce that two Milwaukee/NARI members have agreed to help sponsor the event – Joe Debelak Plumbing & Heating Company will sponsor the tent and Lakeside Electric will also provide financial support.

Association members are asked to begin collecting materials such as...*

- | | |
|--------------------------|------------------------------|
| Appliances | Lighting Fixtures |
| Awnings | Gas Fireplaces |
| Bathroom & Ceiling Tiles | Sinks |
| Cabinets | Insulation |
| Lumber | Vent Covers |
| Decking Materials | Plumbing Fixtures & Supplies |
| Trim | Roof |
| Windows | Hardscaping Materials |
| Doors | Shingles |
| Furniture | |

*No liquids, such as paints and oils, can be accepted.

You can drop off materials at the Milwaukee/NARI Office on Thursday, April 24, from 8 a.m. to 4 p.m. Bring one item or bring a truckload – you will be issued a receipt for your donation!

Last year’s event raised over \$10,000 and we’re looking for this year to be bigger and better. Proceeds from the Rummage Sale will provide financial assistance to students at area trade and technical schools enrolled in programs that will service our industry. In addition to scholarship programs, the funds will be used to purchase tools and equipment for students and educate people on the many opportunities available within the industry.

Details on delivering the materials to the Milwaukee/NARI office are available from the Milwaukee/NARI office.

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- ◆ Graveled parking areas
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- ◆ Office space available

Bill Wandsnider
W185 N7493 Narrow Lane
Menomonee Falls, WI 53051
Phone: (262) 255-7882
E-mail: wandsnider@aol.com
Website: www.wandsnider.com

A Division of Wandsnider Landscape Architects

February Dinner Meeting Recap



The February 19 dinner meeting at The Venice Club featured the magic and comedy of Dennis Debondt, shown with Jim Pitzen (left photo) of Pitzen Design Ltd. and Louis Weiher, CR (right photo) of Carmel Builders.



Thanks to Eric Erickson (l) and Jonathan Werner of Floorco and Jim Duvel (l) and Ron Lemke of Flanner's Home Entertainment for serving as the evening's Member Showcases.

Spring Showcase Seeks Participants

There is still time to submit an entry for the ninth annual Spring Home Improvement Showcase, Saturday, May 3 – Sunday, May 4, from 11:00 a.m. – 5:00 p.m. The Spring Showcase enables consumers to get an up close look at a contractor's best work, whether it is a kitchen or bath, lower level, master suite, or an addition.

The event also serves as a terrific vehicle for members that won Wisconsin Remodeler of the Year Awards to obtain additional recognition for their work. Participant contracts are due to the Milwaukee/NARI office by Monday, March 3, which will guarantee inclusion in the *M Magazine* special feature on the event in the publication's May issue.

Milwaukee/NARI is pleased to announce that The Home Depot will serve as the Spring Showcase's Title Sponsor. In ad-



dition, the *Milwaukee Journal Sentinel* will be the Presenting Media Sponsor.

The 2008-09 Milwaukee/NARI Resource Guide will once again be produced in conjunction with the Spring Showcase and used through the Spring of 2009. There are advertising opportunities available in the guide that members don't want to miss. Call Dave Amoroso, ext. 108, or Patty Johnson, ext. 103, at 414-354-0200 for information or to reserve your space. The publication's advertising deadline is Tuesday, April 1.

For more information on the Spring Showcase, contact Pam Behnke, chairperson, at Weather-Tek Design Center, 414-791-2229, Diane Ausavich, co-chairperson, at Carl Krueger Construction, 414-536-2108, or call Shauna Brown at the association office at 414-771-4071.

Donations Made to Area Technical Schools

As part of their participation in the Milwaukee/NARI Foundation raffle by building playhouses, the Milwaukee Area Technical College Downtown and South Campuses and Waukesha County Technical College will receive \$1,000 in

tools from the Foundation for use with its students pursuing careers in the home improvement and remodeling industries.

Congratulations to the schools, students, and instructors for a job well done!



Gary Sannes, CR, (right), Milwaukee/NARI Foundation board member, presents Michael Brenner (c) and Dave Turner (l) of the Milwaukee Area Technical College with a check for building one of the playhouses used in the 2008 Milwaukee/NARI Foundation Raffle.



Tom Callen (left), Milwaukee/NARI Foundation board member, presents Mark Montgomery (c) and Bill Bulloch (r) of the Waukesha County Technical College with a check and tools for participating in Milwaukee/NARI Foundation events during the last several months.

Place an Ad on the Milwaukee/NARI Web Site

If you still are putting ad plans together for 2008, consider allocating funds to have a banner or tile ad on the Milwaukee/NARI Web site.

You'll reach an extremely targeted audience at www.milwaukeevari.com, as the Web site averaged more than 8,500 visits each month in 2007. In addition, the site averaged nearly 3,600 unique visitors and an average of nearly 4 million monthly hits.

Members can select from the following advertising options:

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

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

———— 468 pixels ————

YOUR COMPANY'S AD

| 60 pixels

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

———— 120 pixels ————

YOUR COMPANY'S AD

| 90 pixels

Schools Participate in Interior Design Contest

A returning feature at the 2008 Home Improvement Show was an Interior Design Contest between students at Milwaukee Area Technical College and Waukesha County Technical College.

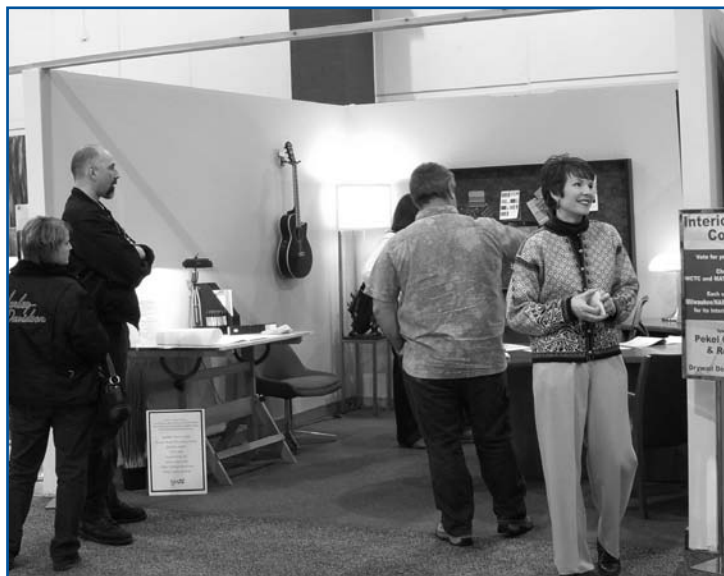
Each school was provided with a 12' x 12' x 12' space to create a home office display and \$250 for materials. Starting the Tuesday before the Show, students worked very hard on their rooms and the results were terrific.

In a close contest, Show attendees voted the MATC display as the winner. For this honor, the school will receive a plaque, while each school will get \$1,000 to use with its Interior Design program.

Thanks to Pikel Construction & Remodeling for donating the materials for and constructing the walls used in the contest.



WCTC Home Office



MATC Home Office



Got NARI?

Congratulations to Artisan Kitchen and Bath Gallery and Powderhorn Woodworks, Inc. 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.

Promotional Opportunity Available Through Channel 10/36 Auction

Milwaukee/NARI members have a chance to participate in "Home Improvement Day," Friday, May 2, at the Channel 10/36 Auction by staffing the phones and taking bids for items from callers. If you are interested in participating, please call the Milwaukee/NARI office at 414-771-4071. Thank you for your consideration.

CONGRATULATIONS CORNER

Frank Csizmadia of Shelter From the Storm Roofing, Inc. was selected as the winner of the \$100 in retail gift certificates for completing and submitting a Winter 2007 Milwaukee/NARI Industry Activity Questionnaire.

Media Clippings & Web Site Results

The press clipping results for December 2007 were:

Advertising Value: \$62,377.65

Public Relations Value: \$187,132.95

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

Number of visits: 11,350

Hits: 4,467,116

Upselling is All About Timing

On a recent business trip to speak at an Ohio Trade Association meeting, I drove across Pennsylvania on the turnpike. During my first rest stop, I decided to buy a cup of coffee. The woman who worked the food counter had a great sense of energy and enthusiasm. Customers were greeted with a smile and a pleasant invitation, "How may I help you?"

When it was my turn I ordered my coffee, pulled a five-dollar bill out of my wallet and as I handed over the money, she asked, "Would you like a breakfast sandwich—they're fresh?" So there I stood cash in hand, in the presence of an upbeat person who invited me to taste the food, which filled the room with its enticing aroma. A positive response added \$2.50 to my total.

After she handed me the coffee and breakfast sandwich, I stepped to the side to add milk to my coffee. I overheard the next transaction in which a customer ordered a coffee and sure enough, this woman made the same suggestion, which resulted in another breakfast sandwich sale. This added another \$2.50 to her cash register.

Being curious, I watched this counter person serve more customers. She sold an additional four breakfast sandwiches in about five minutes. Wow, I thought—that's an additional \$10.00, every five minutes, which could translate into \$120.00 an hour. As I walked back to my car, I remarked to myself that this woman understood how to upsell.

For many trade professionals, upselling is one of the least understood business behaviors, which can have a most dramatic impact on revenue and profitability. Counter professionals who suggest an electrical whip, disconnect or line set each time a contractor orders a three-ton condensing unit supersize their orders. These numbers add up to significant revenue.

If we were to define upselling, the definition would go like this: upselling is offering a suggestion to an already receptive buyer to enhance the value of his or her purchase. The purpose of upselling is to build a mutual benefit so that both you and the customer win.

Opportunities to upsell abound in every segment of business.

Perhaps you have heard the most famous upsell in the history of business, "Do you want fries with that?" Millions of additional revenue has been generated with that simple suggestion. Upselling does not include aggressive selling tactics. The purpose of upselling is to build a mutual benefit so that both you and the customer win. Upselling assumes that you have already made the sale - now don't lose it. There exists in upselling the opportunity to lose a sale if a salesperson becomes too aggressive, upsets the buyer or does

something else to break the continuity of the customer's buying experience. Therefore, it is vital that salespeople understand the true nature of what upselling is.

As demonstrated by the woman at the rest stop, timing is an important element. Wait until the customer's wallet is out, their guard is relaxed, and the business rapport is high. When these factors are not favorable the success of upselling is limited.

In upselling - timing is everything.

About the author:

Steve Coscia assists contractors in achieving business growth and world-class service status. He is the author of numerous books and training DVDs. Steve's articles appear in Contracting Business and Commercial Dealer magazines. To learn more about Steve Coscia go to www.coscia.com and subscribe to his Service excellence Newsletter. You may contact Steve at 610-853-9836 or steve@coscia.com.

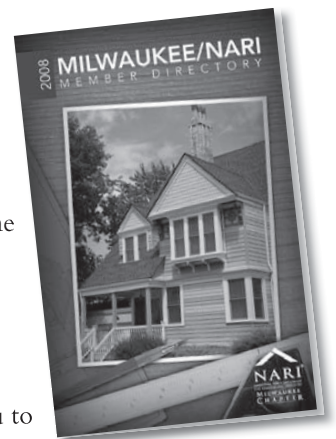
New Membership Directory Now Available

The new 2008 Milwaukee/NARI membership directory is now available for free distribution to consumers. Making its debut at the recently completed 46th Annual Home Improvement Show, the association office would be happy to provide a supply of the directories to you for distribution through your company.

If your office or business location receives foot traffic, we encourage you to have membership directories on display for pick up. This is a great way to provide a terrific resource to consumers as well as to promote the association. Even if you don't have an office or showroom that people visit, consider having a supply of NARI member directories for use on sales calls.

Contact the Milwaukee/NARI office at 414-771-4071 to get your quantity of free directories.

Congratulations to Siding Unlimited for having one of its recently completed projects on the Membership Directory cover. Siding Unlimited was the winning bidder at the Milwaukee/NARI Foundation Golf Outing/Voice Auction.



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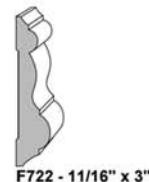
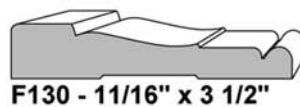
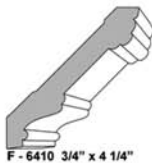
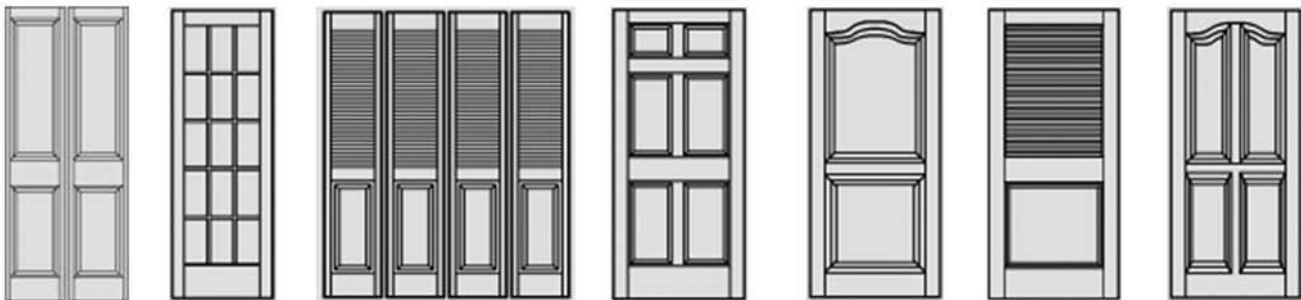
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