

From the President



Even though we are enjoying the time spent with family and friends during this holiday season, making sure our home is operating properly is something that should be top-of-mind at all times.

Knowing that you want to protect your most important investment, Milwaukee/NARI and its more than 800 members are ready to provide assistance and any home improvement and remodeling service your home may need.

Once again, Milwaukee/NARI has a number of activities planned for homeowners in 2011, including our annual consumer Shows and public seminars in the Ron Ziglinski, CR Education Center at the association's office in Wauwatosa (please see back cover for a list of public seminars).

If you have home related questions that you'd like us to cover in a future issue of NARI News, please e-mail your ideas to info@milwaukeevari.org.

2011 Milwaukee/NARI Spring Home Improvement Show - *Where Ideas Bloom*

The 49th Annual Milwaukee/NARI Spring Home Improvement Show, *Where Ideas Bloom*, will be held Thursday, February 10, through Sunday, February 13, 2011, at the Wisconsin Exposition Center at State Fair Park in West Allis, Wisconsin.

The Show, sponsored by Milwaukee/NARI Home Improvement Council, Inc., the area's leading home improvement and remodeling industry resource for more than 49 years, and co-sponsored by *The Milwaukee Journal Sentinel*, will feature nearly 700 booth spaces, filling the entire exposition center. Exhibits will be occupied by Milwaukee/NARI member companies and feature thousands of home improvement products and services, including ideas for your kitchens, decks, cabinets, windows, bathrooms, siding, lighting, landscaping, media rooms, wall coverings, recreation/media rooms, roofing, fireplaces, and more!

During the Show, educational demonstrations and seminars by home improvement experts and media celebrities will be offered, including presentations on the Renewal by Andersen Seminar Demonstration Stage by Shari Hiller & Matt Fox of "Around the House with Matt and Shari" on PBS, Josh Foss of HGTV's "Design Star," Melinda Myers, and Tom Feiza, "Mr. Fix-It." The Cooking Demonstration Stage will feature area chefs and national cooking celebrities, including Chef Bonnie Muirhead, runner up on FOX's "Hell's Kitchen" and Chef Darren McGrady, formerly a private chef to Princess Diana.

The Outdoor Living Area at the Show will feature a "staycation neighborhood" comprised of a variety of landscaping and hardscaping projects, plus designs created from wood by area technical school students which will be raffled off at the conclusion of the Show as part of the Milwaukee/NARI Foundation fundraising raffle. There will also be special attractions, including an Interior Design Room Display contest between area college students, the Schlossmann's Automotive Group vehicle display, and manufacturer displays.

Show Hours

Thursday, February 10 – 11am to 9pm	Saturday, February 12 – 10am to 9pm
Friday, February 11 – 11am to 9pm	Sunday, February 13 – 10am to 5pm

Admission Prices

Advanced Tickets - \$6
 Tickets at the Door on Thurs/Fri – \$8
 Tickets at the Door Sat/Sun - \$10
 Seniors (60 and older) - \$5 (with a special price of \$4 at the door on Feb. 10 for Senior Day sponsored by Callen Construction, Inc.)
 Children (12 and younger) – Free

Special offer - On Saturday, February 12, from 6:00 pm to 9:00 pm, regular adult tickets will be buy-one, get-one free. This offer cannot be combined with any other offer such as a senior ticket purchase or \$2 off coupon.



CHEF BONNIE MUIRHEAD
FOX'S "HELL'S KITCHEN"



JOSH FOSS
HGTV'S "DESIGN STAR"



CHEF DARREN MCGRADY
FORMER PRIVATE CHEF
TO PRINCESS DIANA



MATT FOX & SHARI HILLER
PBS'S "AROUND THE HOUSE W/MATT & SHARI"

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Don't Miss These Exciting Demonstrations and Seminars at the Show

Renewal by Andersen Seminar & Demonstration Stage

Thursday, February 10

- 12:00 Noon: Plumbing with a Plan - Today's Lifestyle with Tomorrow's Needs - Colleen Horner Bath & Tile
- 2:00 p.m.: Tom Feiza – Mr. Fix-It – “Paint Like A Pro”
- 4:00 p.m.: Melinda Myers, “The Plant Doctor” – “Affordable Eco-Friendly Landscape Makeovers”
- 6:00 p.m.: Plumbing with a Plan - Today's Lifestyle with Tomorrow's Needs - Colleen Horner Bath & Tile

Friday, February 11

- 12:00 Noon: Josh Foss – HGTV's “Design Star”
- 2:00 p.m.: Melinda Myers, “The Plant Doctor” – Affordable Eco-Friendly Landscape Makeovers
- 4:30 p.m.: Tom Feiza – Mr. Fix-It – “Paint Like A Pro”
- 6:30 p.m.: Josh Foss – HGTV's “Design Star”

Saturday, February 12

- 11:00 a.m.: Shari Hiller & Matt Fox – “Around the House with Matt and Shari” on PBS: “Extreme Energy Savings”
- 1:00 p.m.: Josh Foss – HGTV's “Design Star”
- 3:30 p.m.: Shari Hiller & Matt Fox – “Around the House with Matt and Shari” on PBS: “Extreme Energy Savings”
- 5:30 p.m.: Josh Foss – HGTV's “Design Star”

Sunday, February 13

- 11:00 a.m.: Shari Hiller & Matt Fox – “Around the House with Matt and Shari” on PBS: “Extreme Energy Savings”
- 12:15 p.m.: Gus Gnorski
- 1:45 p.m.: Shari Hiller & Matt Fox – “Around the House with Matt and Shari” on PBS: “Extreme Energy Savings”

Cooking Demonstration Stage

Thursday, February 10

- 1:00 p.m.: Chef Michael Paris, Saz's Catering
- 3:00 p.m.: Chef Michael Paris, Saz's Catering
- 6:30 p.m.: Nicole Adrian, On My Table blog

Friday, February 11

- 1:00 p.m.: Meg McKenzie, WRIT-FM 95.7 Morning Show Personality
- 3:00 p.m.: Chef Bonnie Muirhead – FOX's “Hell's Kitchen”
- 5:00 p.m.: Chef Dan Dries, The American Club
- 7:00 p.m.: Chef Bonnie Muirhead – FOX's “Hell's Kitchen”

Saturday, February 12

- 12:00 Noon: Chef Bonnie Muirhead – FOX's “Hell's Kitchen”
- 2:00 p.m.: Chef Darren McGrady, private chef for Princess Diana
- 4:30 p.m.: Chef Bonnie Muirhead – FOX's “Hell's Kitchen”
- 6:30 p.m.: Chef Darren McGrady, private chef for Princess Diana

Sunday, February 13

- 11:30 a.m.: Chef Darren McGrady, private chef for Princess Diana
- 12:45 p.m.: Chef Darren McGrady, private chef for Princess Diana
- 2:30 p.m.: Chef Jackie McGuire
- 4:30 p.m.: Milwaukee/NARI Foundation Prize Raffle Drawing

Make an Appointment to Donate Blood at the Spring Home Improvement Show

Once again, in collaboration with the Blood Center of Wisconsin (BCW), Milwaukee/NARI will be hosting a mobile blood drive in conjunction with the Spring Home Improvement Show.



Why sign up to donate? Every three seconds, someone in our community needs blood. By giving blood, donors have the opportunity to save lives. Donating blood is a quick, easy, and safe way to provide patients with the gift of life.

Donating blood through BCW is important as they are the only supplier of blood for local community hospitals, as well as 60% of the State of Wisconsin. For 60 years, BCW has partnered with volunteer blood donors to meet the needs of patients in our communities. Whether your donation goes to a father having heart surgery, a child undergoing chemotherapy treatments, or a mother experiencing complications during birth, you can be sure that you have an impact on the local blood supply.

For more information or to sign up to donate blood on Friday, February 11, 2011, at the Show, please visit BCW online at the following link: www.bcw.edu/mkenari.

Present this coupon at the Wisconsin Exposition Center at State Fair Park ticket office and get \$2 off a regular adult admission for up to four people. Not good with other offers and/or discounts.

Valid February 10-13, 2011 only.

For more information or a list of advanced ticket locations, please contact the Milwaukee/NARI office, (414) 771-4071, or visit us online at www.milwaukeeenari.org.

Following Self Inspection, Calling a Pro May Eliminate Foundation Woes for Homeowners

Cracks and bulges, leaks and odors – these are signs in the basement that a home's foundation could be in trouble. There are a variety of causes for these types of problems. And there are a range of solutions to help identify and solve the problem before a more serious situation arises.

Members of the Milwaukee/NARI Home Improvement Council, Inc., the area's leading home improvement and remodeling industry resource for more than 49 years, are experienced in handling these types of concerns and can help consumers maintain homes for years to come from the bottom up.

The Root of the Problem – “Wisconsin weather can be a real problem for basements,” says Dale Dobbe, president of Basement Specialists Inc. of Greenfield. “The dense clay-type soil in this area creates pressure when it gets wet and shifts, potentially causing bulges and cracks in basements.” Landscaping, gutters and downspouts that are clogged or in the wrong location, and concrete slabs or asphalt that are pitched incorrectly can be a problem. When water runs down the sidewalls of the foundation, it can weaken the cement over time. Frost and freezing water can also push on the cement block and weaken it.

A clogged or malfunctioning drain tile system is often the cause of a damp, wet basement, which leads to the growth of mildew or mold, another huge problem in a home.

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Preventing Troubles - These tips are ways homeowners can protect their basements from foundation problems, inside and outside:

- Keep all grading around the building pitched away with at least one-inch per six – eight feet.
- Clean gutters and keep downspout extensions at least five feet from the home.
- Assure that all concrete surface areas and driveways are pitched away from the foundation.
- Keep downspouts clear and in operating condition.
- Maintain proper grading, because it is essential for draining water as quickly as possible.
- Check sump pump for proper operation and settings.
- Keep palmer valve open and clear at all times for proper drain tile operation.
- Test that sewer lateral to street is open and clear of debris.
- During periods of high humidity, May to December, be sure to run the basement dehumidifier on the highest setting, 24 hours a day.

When a Professional Is Needed

“Hiring a professional home improvement contractor becomes necessary in the event of significant structural and water damage to a home’s foundation, said Dobbe. “Walls can be reinforced with structural steel columns to prevent cracking and bowing. Water problems can be solved by excavation repair along the foundation and sealing the walls or installing an interior drain tile system. In some situations, the contractor may need to completely rebuild the foundation. Do It Yourself? It is generally not advised to attempt a foundation repair on your own. Dobbe recommends consulting with a professional to ascertain the seriousness of the home’s situation before attempting this type of project. For simple cracks in the walls, avoid painting over the line, which can trap moisture and actually cause bigger problems in the future.

Tips to Protect Floors from Snow, Slush & Salt

It’s winter in Wisconsin and that means snow, slush, and salt are being tracked into area homes. Almost all flooring options need to be protected in winter. The only product that might withstand these elements is tile, and even then the flooring needs to be cared for and cleaned regularly.

Protect any flooring surfaces with a large rug or mat during this season. While there are some materials that will withstand the elements a little better than others, protecting your floors with rugs will keep them looking great and protect them longer. For a commercial application, mats that can be built-in in the vestibule and are made to help trap the snow and elements from getting into the main entry area is one idea. Another idea is carpet tile. Then if an area is damaged, certain tiles can be replaced instead of the entire area.

The best flooring materials for dealing with salt and slush are ceramic, stone (which must be sealed), and vinyl products, including sheet vinyl and vinyl composite tile. It would be very easy to clean and wipe these products. The salt does not tend to penetrate these surfaces. It’s important to clean up any mess within a reasonable time period.

Homeowners with hardwood and laminates may have problems from any sustained exposure to water and salt. These will penetrate the surface and cause damage. It’s important to protect these surfaces with plastic sheeting or a rug. It is also important to wipe down the areas that come in contact with salt immediately. Water should be dried off as soon as possible.

As for carpeting, it will absorb salt and anything wet, so homeowners should use a stain treatment that will repel stains, such as the well-known Stainmaster. It is important to have protection on the carpet if it is in the area of traffic coming from the outdoors. It is also recommended that people take off their wet shoes and boots at the point of entrance. Finally, homeowners should consider having their carpeting professionally cleaned following the winter season.

Why Hire a NARI Certified Professional?

NARI Certified Professionals are the best of the best, having met specific criteria for industry experience, commitment to ethical conduct and professionalism, and completion of an intensive national certification program.



Milwaukee/NARI members are able to achieve national certification under six designations:

- 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

Trust your next home improvement or remodeling project to a NARI Certified Professional.

Call (414) 771-4071 or visit www.milwaukeevari.org to find out if the contractor you’re considering has a NARI Certified Professional on staff.



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MILWAUKEE CHAPTER

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NARI UPCOMING EVENTS CALENDAR

Please mark the following events on your calendar:

2011-

Wednesday, January 19, 2011:

Insurance – Who is Responsible, What is Covered, What Should a Typical Policy Include, How to Insure During and After a Remodeling Project, Etc.*

Thursday, February 10 - Sunday, February 13, 2011:

2011 Spring Home Improvement Show at the Wisconsin Exposition Center at State Fair Park

Wednesday, February 23:

Homeowner Pitfalls – How to Determine if You're in Over Your Head*

Wednesday, March 16:

Green Materials/Options for the Home – Costs and Reasons They May or May Not be Better for a Home's Environment*

Wednesday, April 20:

Lawn & Garden*

Wednesday, May 4:

How to React to an Emergency Situation – What Needs to be Handled ASAP and What Can Potentially Wait?*

Friday, May 6:

6th Annual Milwaukee/NARI Foundation Rummage Sale at Milwaukee Millwork

Saturday, May 14 and Sunday, May 15, 2011:

2011 Spring Home Improvement Showcase... A Tour of Remodeled Homes

Wednesday, May 18: How to Select a Contractor – What to Expect When Getting a Quote, What Should be Included in a Quote, What Questions Should be Asked on the Phone and In-Person, What Questions Should be Avoided, etc.*

*All consumer seminars/panel discussions will be held in the Ron Ziglinski, CR Education Center at the Milwaukee/NARI office in Wauwatosa from 6:30 p.m. – 8:00 p.m. Attendees will receive free tickets for upcoming Milwaukee/NARI shows. Light refreshments will be served.



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