

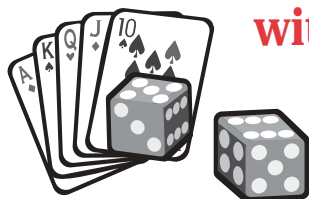
MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

September 2005

NEWSPLETTER

DINNER MEETING
TUESDAY, OCTOBER 18, 2005
Alioto's Restaurant • 3041 N. Mayfair Rd., Wauwatosa

HALLOWEEN CONTEST



with **PRIZES!**

CASINO GAMES

with **PRIZES!**



Join us for an evening of fun and excitement, plus you'll have a chance to win a variety of prizes, at the October membership meeting. A costume contest will take place, with winners in the following categories:

- Best Female Costume • Best Male Costume • Best Couple's Costume

In addition, those members that received pumpkin seeds at the May dinner meeting will be able to bring in the fruits of their labor, with the largest pumpkin winning the grower a gift certificate for Alioto's.

The evening will include a variety of Las Vegas-style games, including blackjack, roulette, and craps. At the end of the night, the play money you've accumulated at the gaming tables can be turned in for raffle tickets, and you'll get to choose the prize(s) you wish to have a chance to win.

SIGN UP TODAY FOR WHAT IS SURE TO BE AN EXCITING EVENING!

Registration & Cocktails: 6:00 p.m. • **Hors d'oeuvre Stations:** 6:30 p.m. – 8:00 p.m. • **Casino Games:** 6:30 p.m. – 8:30 p.m.

COST: Pre-Registration: \$25.00 • Walk-ins: \$30.00

MENU: Stations will be set up throughout the room with Barbecue Ribs, Pizza Bread, Chicken Strips, Mini Reuben's, Water Chestnuts Wrapped in Bacon, Fresh Vegetables with Dip, Fresh Fruit, Salami and Ham Tray, Assorted Cheese and Crackers. A cash bar will be open throughout the evening.

MEMBER SHOWCASE: W.A. Roosevelt and Windsor One are the Member Showcases for the evening. Please be sure to stop by to learn about how these companies 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!!

REGISTRATION DEADLINE: FRIDAY, OCTOBER 14

presidents LETTER

There are many lessons to be learned from Hurricane Katrina and the aftermath of “the perfect storm.”

The lives of those that lived in the gulf coast region hardest hit by this cataclysmic disaster are forever changed. The physical, mental, and economic recovery will take years. The structural damage and needed repairs, mold remediation, and pollution cleanup are on such a large scale that it is difficult to fathom. Many businesses wiped out by this tragedy will never reopen their doors.

At times like these, we all share many of the same emotions; tremendous grief for the loss of life, empathy for those that have lost homes and belongings, compassion for our fellow human beings, and a genuine desire to help them in some way.

It is also a good time to evaluate the “disaster plan” for your business, your family, and loved ones. If you don’t have a plan in place, the recent events show the importance of developing a strategy immediately.

Living in the Midwest, we are well protected from the likes of hurricanes, tsunamis, and earthquakes. However, we are exposed to tornados, fire, floods, and, God forbid, terrorism. We would all benefit from having a written plan that is well communicated with our employees/family members in the event our world, as we know it, is turned upside down. A good disaster plan is not developed overnight, and while we can’t cover all of the details in this column, some of the key requirements are:

- Name and number of staff to be called
- Name and number of all services that may be needed in an emergency, such as the fire department, police department, ambulance, insurance company, financial institution, attorney, document/computer record recovery/salvage, electrician, plumber, carpenter, water damage/restoration, locksmith, utilities – electric, gas, water, telephone, glass company, etc.
- List of in-house emergency equipment, including location, such as keys, main utilities – electrical cut-off switch, water main shut-off valve, gas main shut-off, sprinkler system, HVAC, fire extinguishers, portable pumps, fans, flashlights, battery-operated radio, tool kit, wet vac, first aid kit, etc.

Again, this is by no means an exhaustive outline. I hope this gets you thinking about your own situation and how you can reduce the impact of a disaster on your business and life.

If you would like to make a donation to the victims of Hurricane Katrina and the relief efforts, you can submit your donation to National NARI’s National Remodeling Foundation. Please see the details in this newsletter on page 8.

As you reflect on what has occurred in the last month, do what you can to be prepared. Be thankful for what you have and keep those affected by Hurricane Katrina in your thoughts.

Best regards,

**Paul Kraemer, CIC, CRM
President**

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Lien Law Legislation

Members of the State Bar are pushing changes to Wisconsin's lien law and are looking for industry feedback. If you have an interest in reviewing potential changes to the law, please contact Scott Mathie at 262-436-1122 ext. 19 or jmathie@mbaonline.org.

Manufacturers Begin the PR War Over Liability Litigation

Wisconsin Manufacturers and Commerce (WMC), a trade association that represents large manufacturers and chambers of commerce, has started the public relations war for tort reform.

Like the rest of the business community, the WMC is furious at the Wisconsin Supreme Court for turning back the clock on medical malpractice lawsuits and product liability suits. Last month, WMC purchased large newspaper ads in Wisconsin business newspapers. The ad features a picture of a billboard showing Wisconsin and the slogan, "Hello, Trial Lawyers, Goodbye Jobs!" The text of the ad says liability reform must be at the top of lawmakers' priority lists this fall.

Mequon Considers Requiring Sprinklers on Residential Housing

Mequon's Public Safety Committee has asked the Mequon city attorney to review the possibility of requiring future one- and two-family dwellings to be equipped with indoor fire sprinklers. The city's fire chief recommended that

the city create a fire district to get around the uniform dwelling code, which requires that all communities that adhere to the UDC shall not change the code or manipulate the intentions of the code above the current minimum standards.

If you live in Mequon or do business in this community, Milwaukee/NARI asks you to contact your alderman and/or the mayor to share your thoughts about a possible requirement to install sprinkler systems in new homes. Understand that this idea is at the very early stages and it is unclear how this will impact remodeling projects as no formal draft has been presented. Contact Scott Mathie at 262-436-1122 ext. 19 or jmathie@mbaonline.org if you need more information.

Marotta Out as DOA Secretary; Doyle Appoints Bablitch

This past month, Marc Marotta stepped down as Secretary of the Department of Administration. It is expected that Marotta will resume his law practice; however, this is not confirmed.

Governor Doyle will appoint Stephen Bablitch as the new secretary. Bablitch is the former chairman and CEO of Cobalt Corp. and currently serves on the State of Wisconsin Investment Board. He also served under Governor Thompson as the Secretary of the Department of Corrections.

Michael Heuser, CR
Government Affairs Chairperson

NARI Foundation Schedules Texas Hold'Em Fundraising Tournament

A Texas Hold'Em Poker Fundraising Tournament will be presented by the Milwaukee/NARI Foundation on Saturday, November 5, from 5:30 p.m. – 11:30 p.m. at the Knights of Columbus Hall, 1800 S. 92nd Street, West Allis.

With a 100-player limit and a \$100 entry fee, participants are guaranteed three hours of poker, plus snacks and beverages. There will be a nine-player final table and all are guaranteed a prize.

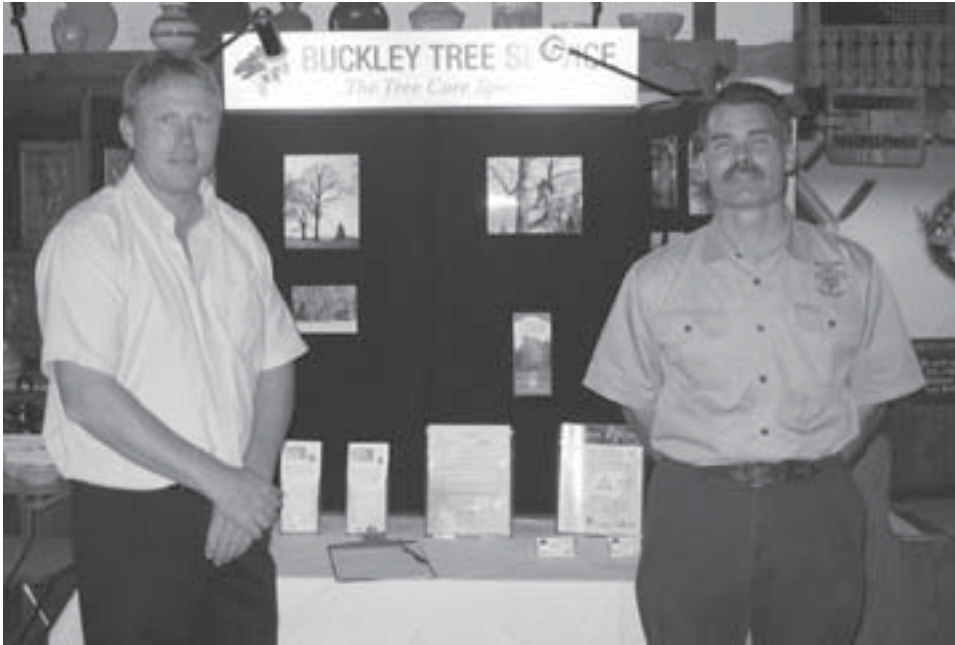
If you just want to watch and cheer players on, you can join the fun for a \$20 contribution. In addition, 11 table sponsorships are available for \$100 each, and prize donations, with a \$25 minimum value, are being accepted.

At least \$50 of each entry fee will go to the Milwaukee/NARI Foundation to support the Foundation's Scholarship Program for distribution to students pursuing a career in the home improvement industry.

For an entry form, call the Milwaukee/NARI office at 414-771-4071. Please complete the entry form and submit it with payment by Monday, October 31.



Home Performance Topic of Lunch Meeting



More than 40 association members attended the September 20 lunch meeting. (Clockwise) Bill Miller (l) and Bob Gansemer of Buckley Tree Service served as the Member Showcase; chapter president Paul Kraemer introduced the guest speaker; Bill Bobrowitz (l), Membership Chairperson, and David Feldner, chapter Executive Director, staffed the registration table; and Keith Williams, owner of Building Services & Consultant LLC, served as the guest speaker.



Buckley Tree Service

When homeowners think about home improvement projects, many times they think only of the man-made portions of the property. One element that is regularly overlooked is a home's natural surroundings, more specifically, its trees.

For more than 50 years, Buckley Tree Service has been providing the highest quality tree care and service to residential and commercial properties in the metropolitan Milwaukee area. Buckley Tree Service was Wisconsin's first tree care company to be accredited by the Tree Care Industry Association (TCIA).

The company utilizes a comprehensive plant health care program that includes services such as consultation, tree and shrub pruning, insect and disease control, diagnostics, tree and stump removal, fertilization, root stimulation, soil amendments for stressed trees, cabling and bracing, and lightning protection installation.

Because it only provides tree care services, Buckley Tree Service represents a specialty niche within the green industry. "We would rather refer people to landscapers and lawn care companies and concentrate on what we do best, which is professional tree care," said Bob Gansemer, general manager of the company's Mequon office.

Buckley Tree Service joined Milwaukee/NARI in 2004, after a current member encouraged them to join. However, it wasn't the first industry group the company was a part of, as it is an active member of the TCIA, International Society of Arboriculture (ISA), Wisconsin Arborist Association (WAA), and Wisconsin Landscape Contractors Association (WLCA). One positive aspect that the company has witnessed with Milwaukee/NARI is its dedication to educating consumers, which is something that Buckley Tree Service holds in high regard. "We are constantly trying to educate our customers through our Web site, newsletters, community service projects, and trade shows like the Spring Home Improvement Show," said Gansemer. "Research shows that construction can impact trees for up to 7-12 years after the first shovel is put in the ground, which is something most people don't realize."

The education process also includes reaching homeowners and teaching them what aspects of tree care they should and should not attempt on their own. Buckley Tree Service typically receives calls that require repairing something that a homeowner has tried to complete on their own. Many times homeowners attempt something beyond their skill level without evaluating the situation and deciding to hire a professional.

Since many home improvement projects impact existing

trees in the landscape, Buckley Tree Service feels it can help NARI members and their clients to try and minimize the impact on these trees while completing their projects. "We can be a referral source for Milwaukee/NARI members and their clients, but we can also consult our fellow NARI members on their projects when trees will be impacted," said Gansemer. "On the other side, our clients ask for referrals to quality contractors and we are happy to have NARI members to refer to our clients."

Buckley Tree Service has two offices, one in New Berlin located at 1700 South Johnson Road and another in Mequon at 10351 North Cedarburg Road, to service the entire Milwaukee metropolitan area.

For information on how Buckley Tree Service can help your clients with their next project, call (262) 547-4732 or visit www.buckleytree.com.



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education/certification COMMITTEE

Time To Take The Next Step

Many of you know that Milwaukee is the largest NARI chapter in the nation with over 800 member companies. What is surprising to me, and many others in the association, is that the total number of NARI Certified Professionals within our chapter is just 76, with 12 of those people holding multiple certifications. With such a strong chapter, I challenge each company principle to seriously consider the certification program for not only yourself, but also your valued employees. If you are already a Certified Professional, I'm sure you realize the benefits of the program, but perhaps haven't considered the benefits to others in your organization.

There are a wide variety of certifications available:

- Certified Remodeler (CR)
- Certified Lead Carpenter (CLC)
- Certified Remodeler Specialist (CRS)
- Certified Remodeler Associate (CRA)
- Certified Kitchen and Bath Remodeler (CKBR)

With these options, all companies involved in the many aspects of the remodeling industry will find a worthwhile and beneficial program.

While the more recognized Certified Remodeler designation is a very valuable tool, I really believe there is an immense potential benefit for many with the Certified Lead

Carpenter program. Many are under the misconception that this program is intended to enhance a carpenter's technical skills. Not so! This program is designed to teach the skills that are so important today, such as jobsite management, supervision, quality control, communication, people skills, as well as trade related topics. Even if your company does not use a formal lead carpenter system, perhaps you have expeditors or project managers. This program offers great benefits in jobsite efficiency, as well as client and trade relations.

Our next round of certification study group sessions will be starting early in 2006. Please plan on attending and bring along a key employee or two. Take that final and ultimate step in being a remodeling professional. For more information, please contact Ron Ziglinski, Education Certification Committee Chairman, at (414) 870-5270 or me at (414) 259-6031. Better yet, check your NARI roster and find one of the other 76 Certified Professionals and ask how certification has benefited them and their company.

I hope to see you at the upcoming sessions.

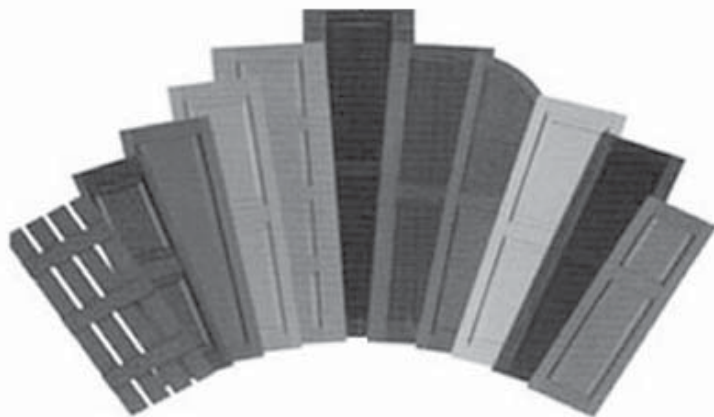
Mike Ellery, CR, CKBR
Co-Chairman Milwaukee/NARI Education Certification Committee

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**American
Red Cross**

Together, we can save a life

that left a swath of destruction across the Gulf Coast and Mid-Atlantic States. American Red Cross volunteers have been deployed to the hardest hit areas of Katrina's destruction, supplying hundreds of thousands of victims left homeless with critical necessities.

By making a financial gift, NARI and NRF collectively can help the Red Cross to rebuild communities, provide shelter, food, and counseling to those in need.

The creation of the NARI / NRF Hurricane Relief Effort was established to collectively assist the devastated areas

Victims of Hurricane Katrina are attempting to recover from the massive storm

along the Gulf Coast that resulted from Hurricane Katrina. To participate in the NARI / NRF Hurricane Relief Effort, please make checks payable to: National Remodeling Foundation.

Please mail all donations by October 24, 2005 in care of the following:

NARI / NRF Hurricane Relief Effort
c/o The National Association of the
Remodeling Industry
780 Lee Street, Suite 200
Des Plaines, IL 60016

All donations will be mailed to the American Red Cross as a collective effort from NARI and the NRF the week of October 24.

Members Win for Participating in Survey

Two Milwaukee/NARI members are able to give themselves a treat as a result of taking the two minutes to complete the most recent Industry Activity Questionnaire. By filling out the survey and including their name, the following members were randomly selected to receive gift certificates to area retail outlets:

Carl Cizinsky, Stock Building Supply, Inc.:
\$50 Rock Bottom Brewery Certificate

Bill Holz, Paul Davis Restoration & Remodeling:
\$50 Mayfair Mall Certificate

Congratulations to Carl and Bill, and thank you to all members that completed the questionnaire. We'll do the second survey for 2005 in December, and we look forward to your participation.



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membership COMMITTEE

Milwaukee/NARI is looking forward to the start of the monthly membership meetings beginning with a luncheon meeting on September 20th at the Alpine Village in Mequon. It is always good to be able to get more acquainted with our members. We have invited some of our prospects to be our guests at this meeting and already have had two confirmations on attendance. We hope to be hearing from a few more prospects this week.

Incentive drawings for recruiting new members will be held at the September, October, November, and January meetings. All incentives are valued at \$100.00 or more. Milwaukee/NARI will hold three drawings at each of the meetings. There is still time to bring in new members and qualify for these great incentive drawings.

I just returned from a two-day session for Region III Chapters that was hosted by the Quad City Chapter. This chapter was formed several years ago and is interested in any input to stimulate their growth. Five of the chapters in Region III were present. Lengthy discussions were held about chapter operations, chapter reports were given, and recruiting programs were discussed. The value of consumer trade shows and Remodeler tour of homes were discussed and considered a most important function for a successful chapter. Many other chapter functions and projects were reviewed and, overall, the meetings were quite productive.

The Board of Directors met on Tuesday, September 13, 2005 and approved the following applicants for membership. They are as follows:

A Family Home Supply & Remodeling Co., Inc.-
Window & Door Replacement
10864 W. Appleton Ave., Milwaukee, WI 53225
David K. Mundt • 414-760-1255

Aetna Corporation Builders Hardware-
Hardware-Decorative
13745 W. Capitol Drive, Brookfield, WI 53005
Susie Scholz • 262-781-0900

Fireside Hearth & Home-Fireplaces
1725A Dolphin Drive, Waukesha, WI 53186
Fred Meyer • 262-548-1286

Neuens Fredonia Lumber
441 Fredonia Avenue, Fredonia, WI 53021
Keith Hofkens • 262-692-2456

The OAR Group-General Contractors
N8286 Pleasant Lake Road, East Troy, WI 53120
Kevin Anundson • 262-642-4242

The Tile Shop
1701 S. 108th Street, West Allis, WI 53214
Jim Dierkes • 414-257-2233

The following are name changes:

Schultz Bros. Plumbing & Remodeling to
Lake Country Plumbing-Heating-Cooling, Inc.

It is great to have you on board! Milwaukee/NARI welcomes you. I am sure you might have some new ideas and thoughts that could benefit our members. We look forward to you being involved in some of the many functions that NARI provides for its members.

Unfortunately, there are a few members that have decided not to renew their memberships. They are as follows:

A & A Cabinet Sales
Aquatica, LLC
Bartelt Filo A La Carte Home Improvement Services
Master Spas of WI
H. Winter Carpenter Contractor

I want to remind you, again, that we have some room for your prospects at the October and November meetings. As in the past, just get the name to the office and we will send the prospect the invite to be your guest at the membership meeting. Looking forward to your help to continue to have Milwaukee grow.

Respectfully submitted,
Bill Bobrowitz
Membership Chairman

WRA Judging Criteria Announced

The criteria to be used by judges for the 2005 Wisconsin Remodeler of the Year Awards was outlined at the September seminar held in the NARI Education Center. A copy of the criteria for remodeling projects and the advertising/marketing entries is available at www.milwaukeevari.com.

The entry submission deadline is Friday, October 21, with the awards dinner scheduled for Friday, January 20, 2006. Call Lois Evans, Awards Program Coordinator, at 262-306-5070 or the Milwaukee/NARI office at 414-771-4071 if you have questions or need more information.



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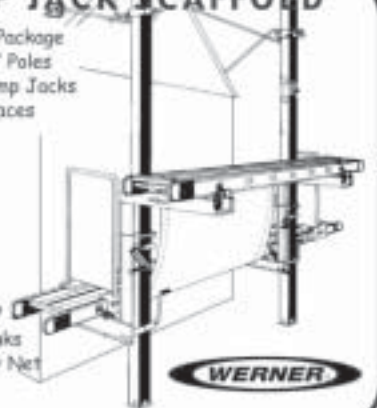
Basic Package
Basic Package
2 - 24' Poles
2 - Pump Jacks
2 - Braces

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Complete Package

\$2100.00

- Complete Package
- 2 - 24' Poles
- 2 - Pump Jacks
- 2 - Folding Braces
- 2 - Benches
- 2 - 24L 14"W
- 500# Planks
- 1 - 22' Safety Net
- 2 - End Rails



NARI National Offers Teleseminar Educational Opportunities

The National NARI office is offering several marketing teleseminars over the next few months that are available to all association members. The following topics will be covered:

October 18: "Making Your Web Site Work for You"

November 15: "Leveraging Office Assistance for More Consistent Marketing"

December 20: "Launching a Public Relations Program"

January 17, 2006: "Leveraging Your Slow Season for Marketing Productivity"

February 21, 2006: "Trade Showmanship"

The teleseminar leader is Adrienne Zoble, owner of her own market consulting and speaking business since 1977.

Individual sessions are \$75.00 for each member and staffer on the line, whether participating or just listening. If three sessions are selected, the total is \$200.00, a \$25 savings. Each seminar will run from 9:00 – 10:30 a.m. CST.

Registering early is suggested, as each session is limited to 25 people. Members can register via e-mail to Adrienne Zoble at azoble@azobleassoc.com, by fax at 970-282-1152 or reserve your space via credit card (Visa, MasterCard, or Discover) at 970-282-1150. Include your phone number, fax, and e-mail address. You can also visit www.azobleassoc.com/payment.html to make a secure online credit card payment.

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

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

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

Forward resume in confidence to:

Morgan Wightman Supply Company

Attn: General Manager

16405 W. Lincoln Avenue, New Berlin, WI 53151

262-786-2203 (fax) • E-mail: shuper54@yahoo.com

www.morgan-wightman.com

Timely Response to Media Inquiries Essential

Milwaukee/NARI recently had a situation where names of several members were provided to a reporter for a story she was writing. The reporter called several of the members and left messages for each. Only one member called the reporter back and provided information for a story, which turned out to be a major feature in the newspaper.

The moral of this story – be a friend to the media, and the media will be your friend.

Milwaukee/NARI promotes itself as “the area’s leading home improvement and remodeling industry resource,” and its marketing and promotional efforts have resulted in reporters seeking out members for assistance when preparing stories.

If a reporter calls you and a message is left, it is imperative

that the call be returned promptly. If the reporter reaches you on the first call and you are not able to fully answer the questions or provide the requested information, find out the reporter’s deadline, get the necessary information to answer the questions, and call the reporter back.

As a Milwaukee/NARI member, you are afforded opportunities that may not be available to other area contractors. Make sure you take advantage of the chances when they are presented.

About the member company that responded to the reporter and had the feature story on one of its projects – the company has received several inquiries from homeowners looking to do a remodeling project, plus the company is going to use the story as a marketing tool on sales calls and at consumer shows.

Five Steps to Turn Objections into Closes

Salespeople plan their presentations so that they avoid objections as much as possible. Objections and resistance are inevitable, however, and in some cases are welcome where a prospect is not responding enthusiastically to the presentation. A voiced objection gives the salesperson a clue as to the misunderstanding or problem standing in the way of the close.

When the answer to the objection is handled properly, the salesperson can go right into the closing mode and get the order.

1. Listen carefully for clues. Let the prospect talk. Encourage him or her to explain the reasons for not buying. Often, when the prospect verbalizes the objection, it seems less important. As you listen, plan your answer and how to handle it.

2. Keep your cool! Some objections can be provocative, and there is a temptation to be defensive. Stay calm and pleasant. Show that you are understanding.

3. Don’t argue. Avoid offending the prospect. Show

partial agreement with the objection and satisfy the prospect’s emotional need to be right by using the “yes-but” technique. “I can understand why you might feel that way, but...”

4. Give a short answer to the objection. Don’t magnify the objection by dwelling on it. Don’t invite more questions unless it’s apparent that the prospect doesn’t agree with you. Above all, don’t ask, “Are there any more objections?”

5. Proceed from the answer into the close. Assume that the objection you just answered was the only barrier keeping the prospect from buying. After the prospect seems to agree with your answer, go right into your close. “Yes, this unit will definitely give you the speed you need. I believe I can get them to you by Monday. Is that satisfactory?” Sure, your closing attempt may turn out to be just a trial close, but that’s progress. It may bring up another objection you can answer, and after that go into another closing attempt.

Answering objections without attempting to close just invites more stalls. No close, no sale!

Creative Selling, Vol. 36 Issue 1

HOLIDAY PARTY SCHEDULED

Just a reminder that the Milwaukee/NARI holiday party will be Friday, December 2, at the Western Racquet Club in Elm Grove. Save this date on your calendar and look for more information in the coming months, with an invitation mailed in October.

SEPTEMBER 2005

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13 Executive Committee Mtg. 11:00 a.m. Board of Directors Mtg. Noon	14 Ed/Cert Committee Mtg. 4:00 p.m.	15	16 Fall Home & Remodeling Show	17 Fall Home & Remodeling Show
18 Fall Home & Remodeling Show	19	20 Luncheon Meeting Alpine Village-Mequon 11:30 a.m.	21 WRA Submissions Guidelines Seminar 8:30 a.m.-10:00 a.m. Marketing Committee Meeting-10:00 a.m.	22 Home Improvement Show Committee Meeting-9:00 a.m. Foundation Committee Meeting-8:00 a.m.	23	24
25	26	27 Ethics Committee Meeting-Noon	28 Bylaws Committee Meeting-8:30 a.m.	29	30	

OCTOBER 2005

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12 Program Committee Meeting-Noon	13 Home Improvement Show Committee Meeting 8:00 a.m.	14	15
16	17	18 Executive Committee Meeting 11:00 a.m. Board of Directors Meeting-Noon Dinner Meeting-Alioto's	19 NARI Foundation Board Meeting 8:00 a.m. Marketing Committee Meeting 10:00 a.m.	20 Spring Home Improvement Showcase 4:00 p.m.	21 WRA Entries Due 4:00 p.m.	22
23	24	25 Ethics Committee Meeting-Noon	26	27	28	29
30	31					

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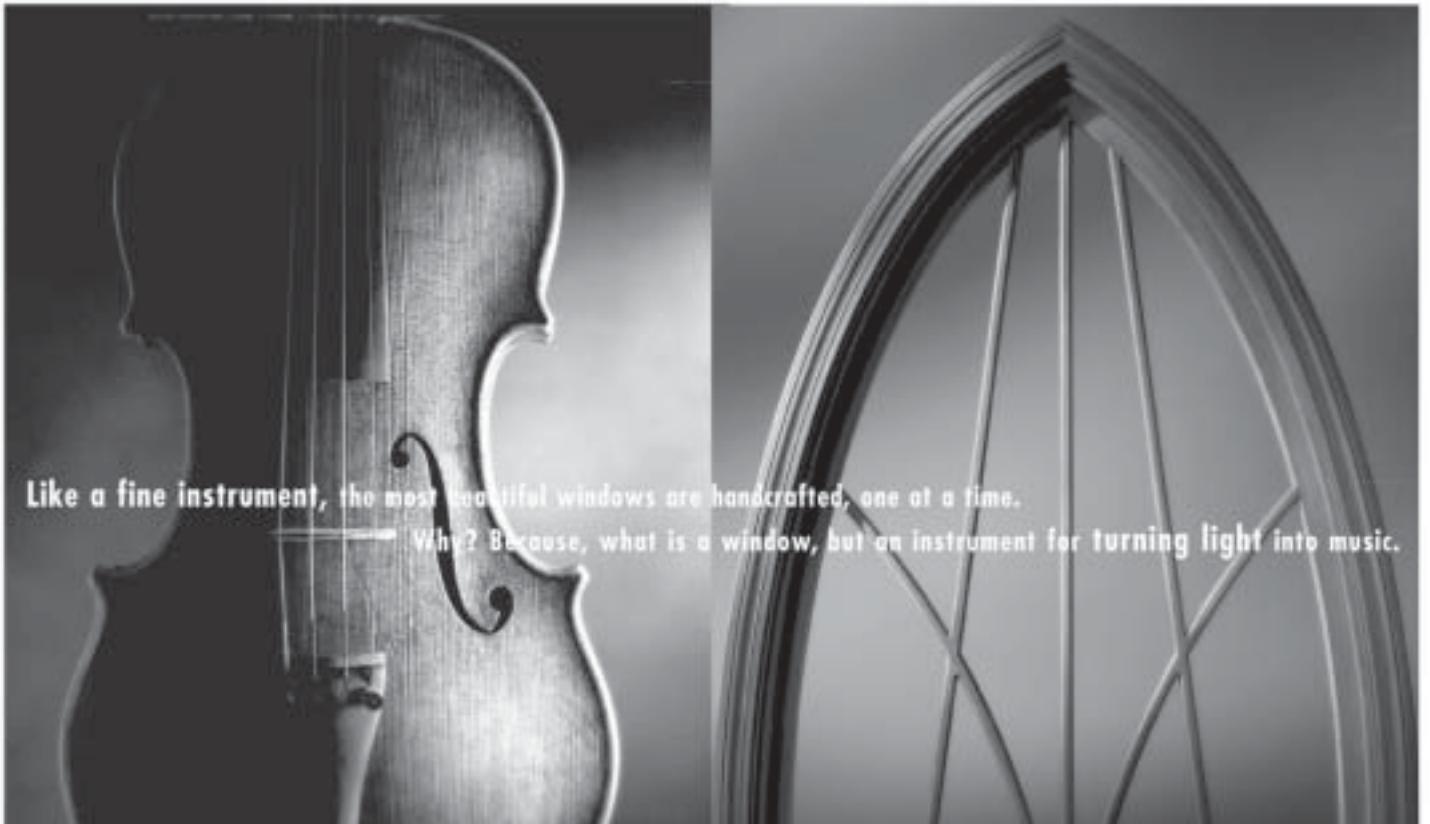
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