

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

newsletter

February 2007

MILWAUKEE/NARI DINNER MEETING EMPLOYEE OF THE YEAR AWARD NIGHT TUESDAY, MARCH 20, 2007

PANOS CHAR HOUSE • 20290 W. BLUEMOUND ROAD • BROOKFIELD

Take advantage of this great opportunity to bring your staff to a Milwaukee/NARI function so they can learn more about the association. Your employees can meet employees from other companies, sharing ideas and insights that they can take back to their own jobs. Plus, they'll enjoy a great meal and wonderful entertainment.

You still have an opportunity to nominate a person from your staff for one of this year's Employee of the Year Awards. Three employees of member companies will be recognized at this dinner for their accomplishments on their employer's behalf.

The nomination forms are due in the Milwaukee/NARI office by Monday, March 5. The form can be mailed or faxed to 414-771-4077. If you need another form, call the office at 414-771-4071 and one will be sent to you.

Our entertainment for the evening is Philip Earl, an experience of jovial delight. Known to many Renaissance Faire attendees as MooNiE the Magnif'Cent, he travels the country entertaining and astonishing thousands with his masterful skills. MooNiE is a complex individual who chooses to remain mute to the world and cripple his audience with laughter solely through the use of whistles and gestures. Philip Earl has been known to append Johnson to his name and under this title, he graces the more traditional style of theatre with his omnipotent presence.



Please join us for what is sure to be a wonderful evening of recognition and entertainment!

COST :	Pre-registration:	\$25.00
	Walk-ins:	\$30.00

MENU: Caesar salad, Chicken Rachel (breast of chicken filled with asparagus spears, provolone cheese, and caramelized onions, topped with mushroom cream sauce), glazed baby carrots, rice pilaf, freshly baked rolls, apple pie, and coffee/tea.

MEMBER SHOWCASES: Metroparent Magazine and 1-800-Got-Junk? are the Member Showcases for the evening. Please be sure to stop by to learn about how these companies can help your business.

presidents LETTER

Forty-five years ago, in Kilbourn Hall at the old Milwaukee Arena, there were a total of 12 exhibitors at the first Home Improvement Show.

I was not there personally, but I was able to get a pretty good account of the 1963 show from Ken Skowronski and my father who were both exhibitors. My earliest Show memories go back to about the mid-70s and all the years have been good to the Show.

The recently completed 45th Annual Show has matured into 350+ vendors in a first-rate facility that enhances the Show's quality. Packed with the best exhibitors in their respective fields, first-rate booths and displays, and national and local celebrity talent, it is understandable the reputation this show has earned.

Many consumers attend this Show for their current home improvement needs. If you're not participating in the NARI consumer Shows, you are missing a vital opportunity to market your business.

The 2007 Show was a huge success in many ways to many people. It is impossible to thank each and every person responsible. You can only imagine the planning and execution it takes to create a show of this magnitude.

For the NARI members at the Show, I wish you much success with the contacts and leads you obtained and for the members who were unable to participate, I hope to see you at the Fall Home & Remodeling Show, Friday, September 28 – Sunday, September 30.

Best regards,

Scott Cline
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
Web Site: www.milwaukeeenari.com
E-Mail: info@milwaukeeenari.com

President: Scott Cline –
J & B Construction Inc., Milwaukee
Vice President: Michael Heuser, CR –
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The OAR Group, Elm Grove
Executive Director: David Feldner, CAE

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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, March 16

member SPOTLIGHT: United Products Corporation

The emphasis is on service when a customer does business with United Products Corp., according to branch manager, Chris Sisinni. "We take great pride in quickly responding to customer needs and providing quality products," he said. "Great customer service is what makes our company stand out from others. We continually ask ourselves how we can improve and add value to their experience at United Products."

Located in New Berlin, United Products is a wholesale distributor of roofing and siding products. It offers a wide variety of roofing products from major manufacturers including Firestone, Triumph, GAF, Apache, International Biltrite, and others. It also offers premium siding products and a trained, knowledgeable staff to serve the professional siding contractor.

"When customers come into our store, or contact us by phone, we ask them questions to understand exactly what product would best suit their needs. We'll explain the differences between products, help them make the best decision, and deliver the best product at the best price," Sisinni said. "From sales to delivery, we want to make the experience at United Products a positive one."

United Products carries large inventories and maintains a state-of-the-art fleet of delivery vehicles, including a 62-foot boom truck. Except for special orders, next-day service is guaranteed. "We know builders and Remodelers are busy people who don't have much time to wait for a product to get to their site," he said.

United Products has a user-friendly, 5,000-square-foot facility to showcase the company's offerings. "We have a wide variety of facades

set up so that it's easy for a builder to match and compare bricks and siding materials. The showroom is open to contractors' customers who need to see on a larger scale what their brick or siding looks like."

"Our staff is very knowledgeable about the products we offer," he continues. "We welcome any contractor to shop our warehouse and ask questions."

With so much competition for the contractor's dollar, Sisinni knows that repeat customers are the result of good business practices. "We don't cut corners at any level because we want our customers to return to us again and again," he said. "Having a quality product to sell is important, of course, but we also know that treating our customers with respect and exceptional care, and working with them to meet their needs and deadlines not only contributes to their success, but ours, too."

Sisinni has been a chapter member since 2005. "We wanted to join Milwaukee/NARI because this chapter is so active," he said. "It does so much to promote its member contractors and their quality of work and ethical standards. We appreciate the marketing efforts, home shows, and seminars it offers. In Milwaukee, NARI is so well-respected and has such a good reputation that we wanted to be part of that."

Sisinni has participated in sponsorship opportunities and enjoys the information and idea exchange with other professionals at chapter events. "Members can always learn something at a NARI meeting," he said.

For more information on United Products, call 262-785-9904, or visit their showroom at 15905 W. Ryerson Road, New Berlin.

Spring Showcase Seeks Participants

There is still time to submit an entry for the Eighth Annual Spring Home Improvement Showcase, Saturday, May 5 – Sunday, May 6, 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 **Friday, March 2**, 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 Weather-Tek Design Center and Marvin Windows are returning as the Spring Showcase's Title Sponsor, while Sherwin Williams will be the Pre-

sending Sponsor. In addition, the *Milwaukee Journal Sentinel* will be the Presenting Media Sponsor.

The 2007/2008 NARI Resource Guide will once again be produced in conjunction with the Spring Showcase and used throughout the remainder of the year. 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 **Friday, April 6**.

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

membership COMMITTEE

The Membership Committee has always worked hard to develop programs to make Milwaukee/NARI continue to grow. Our efforts have paid off so far, and now we have received the challenge from the Strategic Planning Committee to reach the 1,000 membership mark by 2009. This is a goal that the Membership Committee is reviewing and will be challenging through future programs.

But this committee cannot do the job alone – we need your help. We ask that you submit names of your prospects to our office or, alternatively, do it on your own. Make an effort to recruit one new member. If 10 percent of our members recruit one member, that would mean more than 80 new members. What a big help this would be. Let's get involved and, together, go for 1,000 memberships by 2009.

At the last Membership Committee Meeting, one of the items on the agenda was the use of the NARI logo. Milwaukee/NARI has great consumer awareness and it sure is a great benefit to display it on your business cards, stationery, etc. Don't forget, camera ready logo sheets are available for your use – feel free to call the office for a copy.

The Membership Committee will be putting together a program on how to get more new members to attend our monthly meetings. A "New Member Ambassador Program" was established and was scheduled to be enacted at the January 16, 2007, luncheon meeting. Susan Montie from Advanced Communication Specialists put the program to use at the January meeting. The efforts put into the program paid off. Eight new members that were accepted for membership attended the luncheon. Also, five prospective new members were in attendance. Good job, Susan! For your information, Susan is already working on the February 20, 2007, dinner meeting.

The Board of Directors met on Tuesday, February 13, 2007, and reviewed and accepted the following applicants for membership:

Aquatica, LLC – Landscape Architects
230 James Street, Suite A2 – Wales, WI 53183
Dean A. Pipito, 262-968-5540

Cutter Vac – Vacuum Cleaner Systems
800 Hwy 33 – West Bend, WI 53095
Keith Taylor, 262-675-0100

DeanAlan Construction Services, LLC – Remodeling-General
N89 W14260 Patrita Drive, Suite 100 – Menomonee Falls, WI 53051
Todd Demman, 262-437-9688

Designer Glass-SGO, LLC – Glass Products Art/Sandblasting

W226 N887 Eastmound Drive – Waukesha, WI 53186
Deb Pettit, 262-896-0730

Hales Corners Heating & Air Conditioning – Heating, Ventilation, & Air Conditioning (HVAC)
11217 W. Forest Home Avenue, #2 – Franklin, WI 53132
Scott Puffer, 414-425-1390

Home Star, Inc. – Remodeling – General
16208 W. Rogers Drive – New Berlin, WI 53151
Phillip Schmidt, 262-827-9901

Kitchen Solvers – Kitchen Remodeling
8134 Aberdeen Court – Wauwatosa, WI 53213
Bill Kodzik, 414-453-6924

Littrel Home Repair, LLC – Remodeling – General
6101 Wausaukee Road – West Bend, WI 53095
Geoffrey Littrel, 262-305-2485

Midwest Stone Encounter, LLC – Counter Tops
N52 W21578 Golfview Drive – Menomonee Falls, WI 53051
Tina Stapelfeldt, 262-703-0174

Millennium Stone-Crete Technologies – Concrete-Colored/Patterned/Stamped
6131 N. 84th Street – Milwaukee, WI 53225
Kelly Schneider, 414-358-9983

Ritz, Holman, Butala, Fine, LLP – Accounting Services
330 E. Kilbourn Avenue, Suite 550 – Milwaukee, WI 53202
Katy Sommer, 414-271-1451

Royal Lawns, LLC – Lawn Service
2316 Candlewyck Court – Waukesha, WI 53188
Shane Leonard, 262-751-5058

SealMaxx of S.E. Wisconsin – Decking – All Types
1531 13th Avenue, P.O. Box 373 – Union Grove, WI 53182
Dennis Pittsley, 262-878-0260

Stickler & Associates – Plumbing – Wholesale
333 N. 121st Street – Wauwatosa, WI 53226
Jill Feltz, 414-771-0400

Stu's Flooring – Floor Coverings
1501 Paramount Drive – Waukesha, WI 53186
John Feldmeier, 262-524-1455

Total Pool Care – Pools
12525 W. Lisbon Road – Brookfield, WI 53005
Patrick Reed, 262-781-9620

USA Heating & Cooling, Inc. - Heating, Ventilation, & Air
Conditioning (HVAC)
W228 S6942 Enterprise Drive – Big Bend, WI 53103
Peter Bonert, 262-662-2626

Watertight WaterCare, Inc. – Water Systems & Conditioning,
Water Treatment & Purification
119 S. 2nd Street - Waterford, WI 53185
Gene Tess, 262-534-2300

There have also been three name changes, which are as follows:

Dodge City of Wauwatosa, Inc. to Schlossmann's Dodge City
Chrysler Jeep, Inc.
JRC, Inc. d/b/a Service Master Clean to ServiceMaster

Restoration and Cleaning Services
Marshall Towne Millwork to Auburn Ridge

Thanks for making the important decision to become a member of Milwaukee/NARI. Be sure to join us at some of the future events on the NARI calendar.

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

They are as follows:

Home Improvement Solutions, Inc.
Land Marks Home Improvements, LLC
Lincoln Contractors Supply, Inc.
Maves Enterprises d/b/a Bathcrest Midwest, Inc.
WE Energies

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

marketing CORNER

Control Workplace Noise

Many offices have open floor plans that allow employees to easily interact with their co-workers. While this arrangement may increase the flow of information between staff members, it also increases the noise level.

Here are some common courtesy practices that will help get noise pollution under control:

Lower your speaking voice and the volume of your laugh to avoid disturbing others.

Avoid calling across the office or down the hall to someone; go to the person's desk instead.

Limit personal phone calls. Busy co-workers may find personal chatter more distracting than work-related conversations.

Lower the volume on your phone's ringer, as well as the volume control on your PC. And never leave your cell phone on while in the office, unless you keep it on vibrate.

Answer the phone promptly. If you will be away from your workstation, have your voice mail pick up after the first ring. If you don't have voice mail, forward your calls to another location. Few sounds are as annoying as a phone that rings and rings.

Evaluate your personal behavior. Do you drum your fingers, whistle, talk to yourself out loud, sing along with the radio, wear noisy jewelry, or vigorously chew gum? You may want to stop or tone these habits.

Media Clippings & Web Site Results

The press clipping results for December 2006, were:

Advertising Value: \$24,095.43
Public Relations Value: \$72,286.29

For calendar year 2006, the clippings results are as follows:

Advertising Value: \$1,022,182.20
Public Relations Value: \$3,066,546.60

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

Number of visits: 10,351 Hits: 4,233,227

Employee of the Year Nominations Sought

You still have time to submit a nomination form for the Eighth Annual Milwaukee/NARI "Employee of the Year" awards. Take this opportunity to recognize your employee(s) that exhibit the talent, dedication, enthusiasm, and teamwork to make your company successful.

Submissions are due to the Milwaukee/NARI office by **Monday, March 5**. Awards will be presented to three employees on Tuesday, March 20, at the annual Employee Night dinner. Nominations can be sent to the office via fax at 414-771-4077.

Home Improvement Show Raffle Raises Over \$3,500

The Milwaukee/NARI Foundation raffle conducted at the 45th Annual Home Improvement Show raised more than \$3,500 for scholarships that will be used by students pursuing careers in the home improvement and remodeling industry. The raffle prizes awarded are as follows:

- Playhouse constructed by students of the Milwaukee Area Technical College Downtown Campus – Allrite Home and Remodeling, Milwaukee
- Playhouse constructed by students of the Waukesha County Technical College – Meira Feldner, Port Washington
- Air conditioner and furnace, with installation, from 1st Choice Heating & Cooling – Bob Oluhoff, New Berlin

- Two roundtrip ticket vouchers on Midwest Airlines – Vernetta Opheim, St. Louis Park, MN
- \$500 FunJet certificate from Weather-Tek Design Center – Julie Strzyzewski, West Bend
- Patio Door from RNT Builders – Sue Escobedo, Waukesha
- Portrait by Valor Fireplace and Mantle from Carl Krueger Construction – Bill Dossett & Michelle Panton, Waukesha

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

Donations Made to Area Technical Schools

As part of their participation in the Milwaukee/NARI Foundation raffle by building playhouses, Milwaukee Area Technical College and Waukesha County Technical College each received a \$500 donation from the Foundation for use with its programs that pertain to the home improvement and remodeling industries.

The schools were competing for an additional \$1,500, with the school getting the most raffle ticket stubs receiving the funds. As both playhouses were extremely well done, it's fitting that the competition ended in a tie, with both schools sharing the prize, receiving \$750 each.

Congratulations to both schools for a job well done!



Photos courtesy of Anthony Albright, Aquatica

Mark Brick (right), Milwaukee/NARI Foundation president, bestows a \$500 donation to Waukesha County Technical College Associate Dean, Construction Technology Bill Bulloch (left) and Mark Montgomery, Carpentry Instructor.



Mark Brick (right) presents Dave Turner, Milwaukee Area Technical College Associate Dean, Technical & Industrial Division, with a \$500 donation.

Save Your Leftovers

The Milwaukee/NARI Foundation needs your leftovers, your extras, wrong sizes, colors, and styles, materials you thought you would use, but haven't done so. The Second Annual Foundation Rummage Sale will take place Friday, April 27, from 8:00 a.m. to 4:00 p.m. Association members are asked to check their inventories for items that can be sold to help benefit the Foundation, such as...

Appliances	Gutter Covers
Audio Equipment	HVAC Components
Awnings	Insulation
Bathtubs and Liners	Lighting Fixtures
Brick	Lumber
Cabinets	Paint Supplies
Ceramic Products	Paving Brick
Countertops	Plumbing Fixtures
Decking Materials	Roof Shingles
Doors	Sheet Metal
Drywall	Shutters
Fencing	Siding
Flooring	Tile
Furniture	Wallpaper
Glass Block	Windows
Gutters	Woodworking Supplies

This is an opportunity to clean out your storage area, plus support a great cause, as all rummage sale proceeds benefit the Milwaukee/NARI Foundation.

The event will be promoted in ads, on the Web site, and in news releases. Milwaukee/NARI Foundation board members and other association members will volunteer to price and sell the merchandise.

Please deliver materials to the Milwaukee/NARI office, 11815 W. Dearborn Avenue in Wauwatosa, between 8:00 a.m. and 4:00 p.m. on Thursday, April 26.

For more information, call the Milwaukee/NARI office at 414-771-4071 or e-mail info@milwaukeeenari.com.

Nick-N-Willy Cards Available

We also want to remind members that the Foundation has Nick-N-Willy Fundraising Coupon Cards, sponsored by Ferguson Enterprises, for sale. The cost is \$10 per card, with 10 punches per card. With the card, you buy a regular-priced pizza, and get one large, one topping pizza for free. Perfect for gifts to employees and vendors, all money raised will be used to fund scholarships for trade and technical school students.

Visit www.milwaukeeenari.com or call the Milwaukee/NARI office at 414-771-4071 to order the coupon card, or for more information.



New 2007 Member Directory Now Available

The new 2007 Milwaukee/NARI membership directory is now available for free distribution to consumers. Making its debut at the recently completed 45th 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 Milwaukee/NARI member directories for use on sales calls.

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



NARI National to Conduct Universal Design Study

NARI National is seeking assistance from Milwaukee/NARI members with information on Universal Design. The association is seeking three types of information:

- 1. Case Study:** A project to be used as a training tool. There is a need for before and after photos, description of construction techniques, the challenges encountered, and the methods used to resolve the situation.
- 2. Specific Construction Details:** Using the same criteria as in No.1, this could be how to install cabinets that can be adapted or removed without taking everything apart, installing grab bars in party walls, brick walls, mobile homes etc., no threshold shower, or entry from garages.
- 3. People Skills:** Examples of how to soothe homeowners' anxieties about Universal Design, aging, or disability.

In addition, the association seeks information on demographics or published materials that can be included in a reading list to be provided to association members.

Materials can be sent to Dean Herriges, a member of the National NARI Universal Design Committee, at the following address:

Urban Herriges & Sons
S107 W28415 E. Wolf Run
Mukwonago, WI 53149
dherriges@centurytel.net

Thank you for your attention to this request.

Local Achievement and Wisconsin Remodeler Award Recipients Honored at Dinner



Local Achievement Awards and the Wisconsin Remodeler of the Year Awards bestowed out Friday, January 19, at the Milwaukee/NARI Home Improvement Council, Inc. Awards Night, held at Davians in Menomonee Falls. Katrina Cravy, FOX 6 anchor and Contact 6 reporter, served as the mistress of ceremonies.

Achievement Awards are presented to association members in recognition of their achievements and commitment to the organization. Several of the awards are presented in honor of former Milwaukee/NARI members who had significant achievements within the industry and community. The winners of the 2006 Milwaukee/NARI Local Achievement Awards as follows:

- Gordy Ziglinski “Spirit of Education” Award:**
Diane Ausavich, CR, Carl Krueger Construction
- Marvin Johnson Meritorious Service Award:**
Tom Callen, Callen Construction, Inc.

- Mary Fox-Hagner Lifetime Achievement Award:** Robert Zidar, CRC Concrete Raising Corp.
- Government Affairs Award:** Tony Rink, CR, Renovators Ltd.
- Professionalism Award:** Tom Feiza, Mr. Fix-It, Inc.
- Certified Lead Carpenter “Superstar” Award:** Bill Ham, CLC, Kerzner, Inc.
- Certified Kitchen and Bath “Superstar” Award:** Gary Millard, CKBR, Wooden Thumb, Inc.
- Certified Professional of the Year:** Dean Herriges, CR, CKBR, Urban Herriges & Sons
- Peter H. Johnson Image Award:** Bill Bobrowitz, Milwaukee/NARI Office
- Affiliate Organization of the Year:** von Briesen & Roper, s.c.
- Distributor of the Year:** Stock Building Supply, Inc.
- Media Outlet of the Year:** *Metroparent Magazine*



The awards program also featured the presentation of the 2006 Wisconsin Remodeler of the Year Awards to Milwaukee/NARI members in the following categories:

Remodeling Categories

Residential Kitchens Under \$15,000: Wooden Thumb, Inc. – Silver; and Woodland Builders – Bronze

Residential Kitchen \$15,000 - \$30,000: Kitchens By Design, Inc. – Silver; K. Steven Remodeling, Inc. & Design Resource Center – Silver (Team Award); Kerzner Remodeling & Construction – Bronze; and Wooden Thumb, Inc. – Bronze

Residential Kitchen \$30,000 - \$60,000: AB&K Bath & Kitchen, Inc. – Silver; Kerzner Remodeling & Construction – Silver; The Kitchen Center – Silver; Quality Remodeling Specialists, Inc. – Silver; Wooden Thumb, Inc. – Silver; The Cabinetree – Bronze; Callen Construction, Inc. – Bronze;

Helmut's Remodeling – Bronze; and Wooden Thumb, Inc. – Bronze

Residential Kitchen \$60,000 - \$100,000: Cream City Construction, Inc. – Gold; AB&K Bath & Kitchen, Inc. – Silver; Brillo Home Improvements, Inc. – Silver; Callen Construction, Inc. – Silver; Carmel Builders, Inc. – Silver; E. Miller & Associates, Inc. – Silver; Renovators Ltd. – Silver; S.J. Janis Company, Inc. – Silver; Wooden Thumb, Inc. – Silver; and The OAR Group – Bronze

Residential Kitchen Over \$100,000: Cream City Construction, Inc. – Gold; Urban Herriges & Sons, Inc. – Gold; AB&K Bath & Kitchen, Inc. – Silver; The Kitchen Center – Silver; and Pekel Construction & Remodeling, Inc. – Silver

Residential Bath Under \$15,000: The OAR Group – Silver; and Carl Krueger Construction, Inc. – Bronze

Residential Bath \$15,000 - \$30,000: Callen Construction

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– Silver; K. Steven Remodeling, Inc. – Silver; Milwaukee Kitchen & Bath Supplies, Inc. – Silver; and Schoenwalder Plumbing, Inc. – Silver

Residential Bath \$30,000 - \$60,000: RCI – Remodeling Center, Inc. – Gold; Brillo Home Improvements, Inc. – Silver; Cream City Construction, Inc. – Silver; Helmut's Remodeling – Silver; and Kitchens By Design, Inc. – Silver

Residential Bath Over \$60,000: Brillo Home Improvements, Inc. – Silver; Cream City Construction, Inc. – Silver; S.J. Janis Company, Inc. – Silver; and Renovators Ltd. – Bronze

Lower Level Under \$50,000: Kerzner Remodeling & Construction – Silver; and RNT Builders – Bronze

Lower Level Over \$50,000: AB&K Bath & Kitchen, Inc. – Silver; Brillo Home Improvements, Inc. – Silver; Callen Construction, Inc. – Silver; JDJ Builders, Inc. – Silver; Kerzner Remodeling & Construction – Silver; Kitchens By Design, Inc. – Silver; RCI – Remodeling Center, Inc. – Silver; and S.J. Janis Company, Inc. – Silver

Residential Addition \$60,000 - \$100,000: Pekel Construction & Remodeling, Inc. – Silver; Urban Herriges & Sons – Silver; Brillo Home Improvements, Inc. – Bronze; and Kerzner Remodeling & Construction – Bronze

Residential Addition \$100,000 - \$250,000: B & E General Contractors, Inc. – Gold; Wooden Thumb, Inc. – Gold; Brillo Home Improvements, Inc. – Silver; Renovators Ltd. – Silver; and S.J. Janis Company, Inc. – Bronze

Residential Addition Over \$250,000: Bartelt Filo Design Build – Gold; B & E General Contractors, Inc. – Gold; and Stebnitz Builders, Inc. – Silver

Residential Interior Under \$50,000: Cream City Construction, Inc. – Silver; Urban Herriges & Sons, Inc. – Silver; and JDJ Builders, Inc. – Silver

Residential Interior \$50,000 - \$100,000: Urban Herriges & Sons, Inc. – Silver

Residential Interior Over \$100,000: Carl Krueger Construction, Inc. – Silver; and Sturgeon Interiors, Ltd. – Silver

Residential Interior Specialty: Cream City Construction, Inc. – Silver; and Wooden Thumb, Inc. – Silver

Residential Exterior Specialty: Kerzner Remodeling & Construction – Bronze

Residential Exterior Under \$100,000: Callen Construction, Inc. – Bronze

Entire House Under \$250,000: Renovators Ltd. – Silver

Entire House \$250,000 - \$500,000: Camshawn Builders – Silver; and E. Miller & Associates, Inc. – Silver

Entire House \$500,000 to \$1,000,000: Carmel Builders,

Inc. – Silver (two awards for two different project entries); and E. Miller & Associates, Inc. – Silver

Residential Historical Renovation/Restoration: Pekel Construction & Remodeling, Inc. – Gold; RCI – Remodeling Center, Inc. – Gold; and S.J. Janis Company, Inc. – Silver

Disaster Restoration – Fire: Carl Krueger Construction, Inc. – Gold; and Purofirst of Milwaukee/Masterclean, Inc. – Bronze

Disaster Restoration – Water: Carl Krueger Construction, Inc. – Silver

Universal Design: Bartelt Filo Design Build – Silver

Residential Commercial Audio-Video Specialty: Kerzner Remodeling & Construction – Silver

Commercial Specialty: Advanced Energy Concepts – Silver; and Callen Construction, Inc. – Silver

Residential/Commercial Landscape Design Over \$60,000: KD Poolsapes, Ltd. – Gold; and Wandsnider Landscape Architects – Gold

Advertising/Marketing Categories

60-Second Radio: Carmel Builders, Inc. – Bronze; and Wooden Thumb, Inc. – Bronze

Overall Marketing Campaign: S.J. Janis Company, Inc. – Silver; Stanek Windows – Silver; Bartelt Filo Design Build, Inc. – Bronze; and 1st Choice Heating & Cooling, Inc. – Bronze

4-Color Brochure: Stanek Windows – Gold

CD-ROM Multimedia: Stanek Windows – Silver

Direct Mail: 1st Choice Heating & Cooling, Inc. – Silver; and Stanek Windows – Silver

30-Second Television Commercial: Bartelt Filo Design Build – Silver; and Stanek Windows – Bronze

4-Color Print Ad: Bartelt Filo Design Build – Silver; and Stebnitz Builders, Inc. – Silver

Web Site Design: Carmel Builders, Inc. – Silver; K. Steven Remodeling, Inc. – Silver; Stanek Windows – Silver; Stebnitz Builders, Inc. – Silver; Wooden Thumb, Inc. – Silver; 1st Choice Heating & Cooling, Inc. – Bronze; Froze Design-Build, Inc. – Bronze; Urban Herriges & Sons, Inc. – Bronze; and J & J Construction Lake Country, Inc. – Bronze

Congratulations to all winners for outstanding work. Start planning now to have entries in the 2007 Wisconsin Remodeler of the Year Awards.

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Monday, March 5: Eighth Annual Milwaukee/NARI "Employee of the Year" Award entries due at association office

Tuesday, March 20: Monthly Membership Meeting – 6:00 p.m. – 9:00 p.m. Dinner and "Employee of the Year Award" Night, at Panos Char House, Brookfield

Tuesday, April 12: Monthly Membership Meeting – 7:30 a.m. – 9:30 a.m. Breakfast, Milwaukee Public Market

Friday, April 27: Milwaukee/NARI Foundation Rummage Sale - 8:00 a.m. - 4:00 p.m.

Saturday, May 5 – Sunday, May 6, 2007: Eighth Annual Milwaukee/NARI Spring Home Improvement Showcase – tour of recently projects completed by association members.

Tuesday, May 15: Monthly Membership Meeting – 11:30 a.m. – 1:00 p.m. Lunch

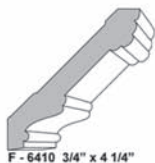
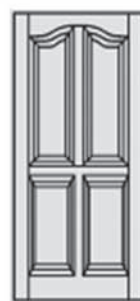
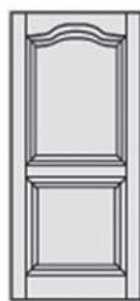
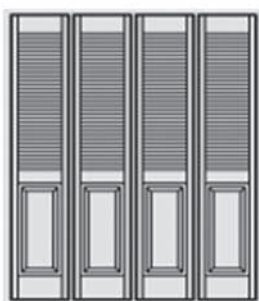
Wednesday, July 18: Milwaukee/NARI Foundation Golf Outing at Ironwood Golf Course in Sussex.

Friday, September 28 - Sunday, September 30: Fall Home & Remodeling Show at the Wisconsin Exposition Center at State Fair Park



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Brillo Home Improvements Wins M Magazine Readers Choice Award

Consumers from throughout southeastern Wisconsin voted in huge numbers to select their "favorite" Kitchen Remodel \$60,000 – \$100,000 in the *M Magazine* and Milwaukee/NARI "Readers Choice" competition, held in conjunction with the annual Wisconsin Remodeler of the Year Awards (WRA).

The Brillo Home Improvements project was selected from 10 remodeling projects. Congratulations to the Brillo Home Improvements staff, and thank you *M Magazine* for sponsoring this competition.



Booth Display Awards Presented

Booth display awards were presented in conjunction with the 45th Annual Milwaukee/NARI Home Improvement Show held Feb. 8 – 11, at the Wisconsin Exposition Center at State Fair Park.

The following companies were recognized for booth/staff appearance, professionalism, design concept, originality, compatibility of booth design with product display, and compatibility to show theme:

American Indoor Environments, Hartland
Bartelt Filo Design Build, Menomonee Falls
Gugger Metal Roofing System, LLC, Madison
Halquist Stone Co., Inc., Sussex

J & B Construction Co., Inc., Milwaukee
S.J. Janis Co., Inc., Wauwatosa
Kerzner Inc., Oconomowoc
McCoy Contractors, Inc., Brookfield
Milwaukee Marble & Granite Company, Milwaukee
Rainbow Play Systems, Waukesha
Royal Chimney Service, Wauwatosa
S & K Remodeling, Brookfield
The Shed Werks, Greendale

Congratulations to all exhibitors!

EDUCATION/CERTIFICATION COMMITTEE

Pro Course Starting

In our industry, one of the biggest challenges we face is the ability to hire and maintain a quality workforce. Our trade professionals are face to face with our clients daily, and are responsible for the lion's share of the impression we leave with those clients. That impression is formulated not only by the level of craftsmanship performed, but the daily communication, work processes, and regimen our people demonstrate.

NARI Certifications are fast being recognized as a quality standard throughout our industry. As NARI members, we all see the benefits of having certified professionals on staff. The NARI Pro Certification is a basic training program that members can use to help polish entry-level field personnel in the area of customer relations.

For a nominal investment, Pro Course



enrollees receive:

- Basic training in professionalism and customer relations
- A certificate designating certification as a NARI Pro

This not only lays the groundwork for future certifications, but also demonstrates your commitment to their future. The payoff? Satisfied clients, more and better referrals, and less turnover.

The next set of classes start in March, 2007. If you have questions or would like additional information on the next Pro Course, please contact the Milwaukee NARI office at 414-771-4071.

Respectfully Submitted,

Nick Kerzner, CR, CKBR

Education/Certification Committee Member

Schools Participate in Interior Design Contest

A new feature at the 2007 Home Improvement Show was an Interior Design Contest between students at Milwaukee Area Technical College (MATC), Milwaukee Institute of Art & Design (MIAD), and Waukesha County Technical College (WCTC).

Each school was provided with a 10' x 10' x 10' space to create a bedroom display, \$250 for materials, and \$500 for participating. 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 an additional \$1,500 to use with its Interior Design program.

Thanks to Pekel Construction & Remodeling for donating the materials and for constructing the walls used in the contest. The Show Committee looks forward to working with the schools on another project for the 2008 Show.



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GOVERNMENT AFFAIRS COMMITTEE

Contractor Certification & Education

As you might have read, the State of Wisconsin is introducing a proposed rule that requires continuing education as part of your Dwelling Contractor Financial Responsibility Certification.

Wisconsin Act 200 by the Department of Commerce is proposing to amend the existing rules to add continuing education requirements of six hours per year of courses in Construction Laws and Codes or Construction Business Practices. Contractors that hold a current Dwelling Contractor Financial Responsibility Certification will be grandfathered into the program, but those applying for their certification after April will likely be required to take some form of competency test. Contractors that hold existing certification will still be required to fulfill the education requirements, but will not have to take a test. The effective date for implementation is January, 2008.

There is a preliminary draft of the proposed rules and an analysis of these rules at www.commerce.wi.gov/SB/. Look for the Safety and Buildings Division. Link to code topics. Click on current STB code projects and click on comm.5 for a revised Draft. There will be a Public Hearing with the Wisconsin Dept. of Commerce on February 27, 2007, @ 10:00 A.M. at Thompson Commerce Center – Conference Room 3C – 201 W. Washington Avenue in Madison. Interested parties are encouraged to attend and present their comments on the proposed rules. Persons making oral comments are requested to also submit their comments in writing. If you cannot attend and want to submit comments, please send them by March 9, to James Quast, Department of Commerce P. O. Box 2689 Madison, WI, 53701-2689 or e-mail at jimquast@wisconsin.gov. This proposed rule of adding educational requirements should help in contributing to the professionalism of our industry.

Respectfully submitted,

Michael Heuser, CR
Government Affairs Chairperson

congratulations CORNER

Paul Greenspan, owner of Milwaukee Kitchen and Bath, has been elected president of the Wisconsin Chapter of the National Kitchen and Bath Association.

Gary Sannes, CR, CGR, of S.J. Janis Company, Inc., served on a panel for the Milwaukee Aging Consortium for an "Aging in Place" seminar.

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FEBRUARY 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1. 8:00 a.m.: Foundation Board Mtg. 8:00 a.m.: Finance Committee Mtg.	2.	3.
4.	5.	6.	7. 4:00 p.m.: Education Certification Mtg. at Wisconsin Expo Center 7:00 p.m.: Certified Professional Study Group Session	8. 45 th Annual Home Improvement Show 11:00 a.m. – 9:00 p.m.	9. 45 th Annual Home Improvement Show 11:00 a.m. – 9:00 p.m.	10. 45 th Annual Home Improvement Show 10:00 a.m. – 9:00 p.m.
11. 45 th Annual Home Improvement Show 10:00 a.m. – 5:00 p.m.	12.	13. 11:00 a.m.: Executive Committee Mtg. Noon: Board Mtg.	14. 7:00 p.m.: Certified Professional Study Group Session	15. 9 a.m.: Government Affairs Committee Mtg.	16.	17.
18.	19.	20. 6:00 p.m.: Membership Mtg.- Show Relaxer- Venice Club-Brookfield	21. 9:00 a.m.: Marketing Committee Mtg. 7:00 p.m.: Certified Professional Study Group Session	22. 8:30 a.m.: Membership Committee Mtg.	23.	24.
25.	26.	27. 8 a.m.: Showcase Committee Mtg. Noon: Ethics Committee Mtg.	28. 8 a.m.: Office/Building Committee Mtg. 7:00 p.m.: Certified Professional Study Group Session			

MARCH 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1. 8:00 a.m.: Foundation Mtg.	2.	3.
4.	5.	6. 9:00 a.m. Nominating Committee Mtg.	7. 10:00 a.m.: Home Improvement Show Committee Mtg. Noon: Program Committee Mtg. 4:00 p.m.: Education Certification Mtg. 7:00 p.m.: Certified Professional Study Group Session	8.	9.	10.
11.	12.	13. 11:00 a.m.: Executive Committee Mtg. Noon: Board Mtg.	14. 8:00 a.m.: Web site Mtg. 9:00 a.m.: Marketing Committee Mtg. 7:00 p.m.: Certified Professional Study Group Session	15.	16.	17.
18.	19.	20. 6:00 p.m. - 9:00 p.m. Membership Mtg. at Panos Char House	21. 7:00 p.m.: Certified Professional Study Group Session	22.	23.	24.
25.	26.	27. Noon: Ethics Committee Mtg.	28. 7:00 p.m.: Certified Professional Study Group Session	29.	30.	31.

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