



MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

newsletter

March 2007

MILWAUKEE/NARI BREAKFAST MEETING TUESDAY, APRIL 17, 2007 SPONSORED BY KENNEDY HAHN APPLIANCE

MILWAUKEE PUBLIC MARKET
400 N. WATER STREET • MILWAUKEE
(CORNER OF ST. PAUL AVENUE AND WATER STREET)

Developing a Customer Satisfaction Strategy to Cultivate The High-End Consumer Opportunity

Affluent baby boomers and a growing number of generation Xers are driving the trend toward expensive home remodeling projects. According to a February 2007 study by the Joint Center for Housing Studies of Harvard University, homeowner spending on remodeling is expected to increase 44 percent in inflation-adjusted terms between 2005 and 2015.

Since the vast majority of remodeling business comes from repeat or customer referral clients, customer satisfaction is critical to anyone's success in this industry. But, high-end customers usually have high-end expectations.

Among the affluent audience in particular, "value" means a lot more than competitive pricing. Most high-end buyers think of value in terms of the total experience, including the quality and performance; the knowledge, advice, and courtesy of sales professionals; respect for their time and budget; prompt and careful execution; and kept promises when it comes to follow-up and service.

Kelly Rigdon, president of Kennedy Hahn Appliance, will provide an overview of the emergence of the high-end market in Wisconsin and a detailed overview of how to develop a customer satisfaction strategy that helps cultivate the high-end consumer opportunity.

Kelly brings over 17 years of experience in the appliance industry, with leadership positions at both the retail and appliance manufacturer sides of the business. He joined Kennedy Hahn Appliance as its president in 2004 and oversees all corporate operations and four Wisconsin showrooms.

From 1994 to 2004, Kelly held management positions at GE Appliances, most recently as Region Manager for GE Appliances in Chicago where he managed overall sales growth for the North Central Region. He holds a degree in Management from Southwest Texas State University and resides in Milwaukee with his family.

Join us for this informative presentation, which is being underwritten by Kennedy Hahn Appliance.

Registration: 7:45 a.m. • Breakfast: 8:00 a.m. • Program: 8:30 a.m.

Cost: Pre-Registration: \$8.00 • Walk-ins: \$10.00

continued on page 3

presidents LETTER

When I was younger, I tended to live for the day and not be too concerned with what tomorrow would bring. As I got a little older, it became more important to plan for tomorrow.

Now that I'm in my mid-40s, I spend some time looking back at where I've been. Tom Dooley, Operations Manager at J & B, once said to me, "If a person had an opportunity to do something over again, they would probably do it differently."

Being challenged with this statement, I applied it to my tenure with NARI. It started out with attending some monthly meetings, which led to joining a committee or two. Committee involvement led to the possibility of chairing a committee. I ran for a position on the Board of Directors, which led to Vice President and now, President.

The whole experience has been extremely rewarding and gratifying. The knowledge gained from networking with my peers has not only been valuable to myself, but also my business. Belonging to Milwaukee/NARI is a two way street. Members benefit by taking advantage of the many opportunities NARI has to offer, not to mention the reputation it has acquired as the remodeling industry's leading resource.

The benefit to NARI is new blood brings new ideas, which helps to guide its future. Many dedicated volunteers have fostered the strength and reputation of this organization. It's all about opportunity and value, so step up, get involved and start taking advantage of the many benefits NARI has to offer.

One more thing. In my 29 years affiliated with NARI, I have been fortunate to make some enduring friendships. I'm quite sure this would not have been possible without the shared common interest of NARI. The value of these friendships? Priceless.

Best regards,

Scott Cline
President

SERVICE • REPUTATION • VALUE • OPTIONS



Service and products you can trust



VERHALEN

Glendale	414-962-4648
Greenfield	414-282-2141
Brookfield	262-783-6600

www.verhaleninc.com

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 –
Kelmann Corp., Wauwatosa

Vice President: Thomas Weiher, CR, CKBR –
Carmel Builders, Inc., Menomonee Falls

Vice President: Diane Ausavich, CR –
Carl Krueger Construction, Inc., Milwaukee

Secretary: Tony Rink, CR –
Renovators Ltd., Brookfield

Treasurer: Kevin Anundson, CR, CKBR –
The OAR Group, Elm Grove

Executive Director: David Feldner, CAE

The Milwaukee/NARI Home Improvement Council, Inc., 11815 W. Dearbourn Avenue, P.O. Box 26788, Wauwatosa, WI 53226, publishes the NARI Newsletter on a monthly basis. Copyright© 2007. All rights reserved. For reproduction or reprint requests, please contact Milwaukee/NARI Home Improvement Council, Inc. at (414) 771-4071.

The statements or views expressed in the NARI Newsletter are those of the authors and may not necessarily reflect the official policy or views of the Milwaukee/NARI Home Improvement Council, Inc. No endorsements of those should be inferred unless specifically identified as the official policy of the Milwaukee/NARI Home Improvement Council, Inc. The publication of any advertisement is not to be construed as an endorsement of the product or service offered unless the ad specifically states that there is such endorsement or approval.

continued from page 1

MENU: Buffet breakfast of scrambled eggs, bacon, sausage, fresh fruit, bakery, juice, and coffee.

MEMBER SHOWCASE: Kennedy Hahn Appliance will be 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, April 13

Directions to Milwaukee Public Market

From the West: 94 E / 794 E. Take Van Buren/Jackson St. exit ramp. Turn right on E. St Paul Ave. Turn right onto Water St. Make right turn into parking lot.

From the South: 43 N / 94 W. Take Plankinton Ave. ramp and turn slight left onto N. Plankinton Ave. Turn right onto W. Michigan St. and continue onto E Michigan St. Turn right onto N. Water St. and right into lot.

From the North: 43 S. to Fond du Lac/McKinley Ave. exit ramp. Turn slight left onto W. McKinley Ave. Eastbound. Turn right onto N. 6th St. Turn left onto W. Wells St. and turn right onto N. 2nd St. Turn left onto W. Michigan St. and continue onto E. Michigan St. Turn right onto N. Water St. and left into lot.

From the East: West on Clybourn to Water St. Left on Water St. and 1/2 block to lot entrance on Water St.

member SPOTLIGHT: **Metroparent Magazine**

Metroparent Magazine has been a resource for families in southeastern Wisconsin for 20 years, targeting parents with articles on raising children from infants to teens. Feature articles explore family travel, kids' sports, childcare, home issues, special needs, camps, child development, school issues, kids' fashions, and local topics of interest. Plus, *Metroparent Magazine* does an annual HOME guide with editorial provided by Milwaukee/NARI and in which NARI members receive a 10 percent advertising discount.

"I am honored to be part of something that is really making a difference in our community," said Erica Gumieny, sales director for the publication.

Metroparent Magazine has recently won the media outlet of the year award from Milwaukee/NARI. Each month an article highlights products and services from Milwaukee/NARI members. "Our monthly articles help educate consumers on the value of choosing a NARI member business. Milwaukee/NARI also partners with us on our annual KIDSFEST where directories are handed out and participants learn what NARI is all about.

"Metroparent has had a partnership with Milwaukee/NARI for many years and I find the meetings informative and the members a lot of fun," she said. "Our annual Home publication, our monthly *Metroparent Magazine*, our Web site – milwaukeemoms.com – all present great opportunities for NARI members to reach families in the market for home remodeling.

"Our readers tend to be moms – and we all know that moms make many of the decisions including those related to their homes," she said. "*Metroparent Magazine* is a great way to educate consumers on the importance of picking a Milwaukee/NARI Remodeler, contractor, builder, or any service related to the home."

Gumieny has been with *Metroparent Magazine* for more than three years.

"My experience in marketing and advertising can help businesses whose area of expertise is with remodeling or building. I always guide my customers in making the best decisions to make their marketing dollars work efficiently," she said.

Gumieny earns the respect from her clients by tailoring their ad schedule to their needs. "I fit customers with the right program, not necessarily the most expensive," she said. "My business strategy is to be honest, forthright, and always know what the person needs before we begin to do business together. Assuming what a person needs never works. Ask a lot of questions and most importantly – have fun," she emphasized.

Erica's tip for consumers relating to home maintenance: "Buy the book, 'Talking Dirty with the Queen of Clean.' It has saved me so many times on stains of every kind."

For more information on *Metroparent Magazine*, visit www.metroparentmagazine.com.

metroparent

membership COMMITTEE

The Membership Committee met Thursday, February 22, and had a full agenda of items to review. The incentives to recruit new members were set up and the final draft of incentives will be in the April newsletter. We will have the dinner cruise on Pewaukee Lake for the January-June 30th new member recruiters and all the other items for the drawings at the September, October, and November membership meetings. All prizes have a minimum value of \$100.00, so it is worth your while to get involved in the recruitment program.

The Open House for new member prospects took place Friday, March 9. We received more than 30 inquiries at the February Home Improvement Show regarding membership and, with other leads submitted to the office, we had a good list of prospects to invite. More than 50 invitations were sent out and more than 20 companies were represented at the luncheon. We expect to get several new members as a result of this gathering. Thanks to all members that attended and shared their insight and experience.

“GOT NARI?” was discussed, including use of the logo along with ways to promote it. At the recent February Show, I visited member’s exhibitor booths and picked up about 150 business cards. Only 25 of those cards had the NARI logo on them. This is a larger number than in past shows, however, I hope we can find a better percentage at future shows. “GOT NARI?” Use the logo.

“The New Member Ambassador Program” coordinated by Susan Montie from Advanced Communications Specialists is paying off. At the February dinner meeting, there were seven new members and several recent new members attending. We also had six new member prospects, one of which submitted his application for membership. It is good to have the new members acquaint themselves with our members to discuss benefits, business trends, etc. Networking is a most important benefit for NARI members. **Get Involved!**

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

Bonniwell Financial Services Co. – Financial Services
1025 W. Glen Oaks Lane, Ste. 205 – Mequon, WI 53092
Kent A. Baumann, CLU, CLFC, 262-241-8488

Home Improvements By Gunther – Carpenter-Contractor
N63 W14930 Pocahontas Drive – Menomonee Falls, WI 53051
Gunther Hartlaub, 262-252-5902

Lakeside Development Company - Design/Build
10033 N. Pt. Washington Road – Mequon, WI 53092
Marie E. Kaysen, 262-241-2300

TW Carpentry, Inc. – Remodeling-General
220 Moraine Drive – Elkhart Lake, WI 53020
Todd Wagner, 920-876-3301

Unlimited Woodworks, Inc. – Carpenter-Contractor
3003 W. Kimberly Avenue – Greenfield, WI 53221
Chris Hoedel, 414-248-4355

Weisflog’s Home Design & Remodeling Showroom, LLC
– Bathroom Remodeling, Bathroom Showroom, Kitchen Remodeling, Kitchen Showroom, Remodeling-General
21160 W. Capitol Drive – Pewaukee, WI 53072
Steve Sobieski, 262-790-4444

Thanks for joining Milwaukee/NARI. We look forward to having you get involved in the many events on the NARI calendar.

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

Compass Enterprises, Inc.
Falcon-Keyway, LLC d/b/a Gracious Granite
Geoff’s Construction, LLC
Home Renovator
Homeland Financial
More Than Millwork
Superior Sight & Sound

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

Media Clippings & Web Site Results

The press clipping results for January 2007, were:

Advertising Value: \$56,222.82
Public Relations Value: \$168,668.46

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

Number of visits: 20,188 Hits: 13,520,826

Follow-up Success with a Five-Part Plan

You sent the prospect literature at the end of last week. Isn't it time for a follow-up call? Use these strategies to turn a prospect into a customer.

Go slowly. Open with a basic statement that gives the prospect time to switch mental gears and participate in the conversation, "Good morning, this is Jan Adams calling from Top Dog Travel." Phrases like *good morning* and *this is* will help you to slow down.

Grab their interest by explaining the purpose of your call, "I'm calling to see if you've had a chance to review the literature you requested from us? It should have arrived yesterday

in an orange envelope."

Let them think about it. Don't be intimidated by silence. Give them a few seconds to think about it and respond.

Ask open-ended questions. Focus on the prospect's needs, not your product. Example, "How do you handle travel now?" "What do you like best about your agency?"

Present your solutions. Once you've involved the prospect and understand their needs, present your company and product/services as the solution. Then, lead to a close.

Source: Creative Selling, Vol. 36 Issue 1



Membership E-Mail Alerts

Just a reminder that if you wish to receive e-mails from the Milwaukee/NARI office with important updates on chapter activities, programs, and seminars, we need your e-mail address.

If you haven't done so already, please provide a current e-mail address for your company's designated representative to start receiving these updates.

congratulationsCORNER

Coello & Associates, Inc. received two honors in the 2007 Concrete Foundations Association's Basement of the Year competition. In the single-family category of homes sized between 2,000 and 5,000 square feet, Coello won for the foundation constructed for the Koepke family in Dundee, the home featured on the program "Extreme Makeover: Home Edition" earlier this year. The company also garnered a third place finish in the single-family category of homes greater than 5,000 square feet.



“Explore Remodeling’s Finest” at NARI Spring Home Improvement Showcase

Southeastern Wisconsin residents will have an opportunity to “Explore Remodeling’s Finest” at the eighth annual Milwaukee/NARI Spring Home Improvement Showcase, a Tour of Remodeled Homes, Saturday, May 5 - Sunday, May 6, 2007, from 11:00 a.m. - 5:00 p.m. daily.

The Spring Showcase is produced by Milwaukee/NARI, sponsored by Marvin Windows and Weather-Tek Design Center, and presented by Sherwin Williams. The event will allow attendees to view 17 recently completed remodeling and home improvement projects from Milwaukee/NARI contractors at homes throughout southeastern Wisconsin.

The Showcase will feature the following renovation projects:

- B&E General Contractors, Inc.: Two-story Addition, New Berlin
- Bartelt Filo Design Build Remodel: Garage Conversion to Family Room/Kitchen, Whitefish Bay
- Brillo Home Improvements: Addition, Wauwatosa
- Cream City Construction, Inc.: Kitchen, Finished Basement, and Mother-in-law Suite, Shorewood
- DG Remodeling: Kitchen, Glendale
- S.J. Janis Company: Kitchen Remodel, Wauwatosa
- JDJ Builders: Lower-level Finish Out, Brookfield
- Kerzner, Inc.: Recreation Room/Home Theater, Brookfield
- Carl Krueger Construction, Inc.: Interior Remodel, New Berlin
- MyPenthouse.com: Second-story Addition, Fox Point

- Nehmey Construction, Inc.: Kitchen Remodel, Oak Creek
- The OAR Group, Inc.: Addition and Whole-House Remodel, Wind Lake (Town of Norway) and Addition - Kitchen, Master Suite, Bedroom, and Mudroom, Elm Grove
- Pekel Construction & Remodeling, Inc.: Kitchen, Dining Room, and Screen Porch Addition, Milwaukee
- RCI - Remodeling Center, Inc.: Whole-House Interior Remodel, Mequon
- Renovators Ltd.: Kitchen and Bath Remodel, Dinette Addition, Front Entry Remodel, Wauwatosa
- Winters Group: Sunroom Addition, Brookfield



Visitors to the project locations will be able to vote for a “Best of Show” award.

Attendees will be asked to select the entry they believe has the best workmanship and attention to detail.

In addition, all attendees will be able to register to win a 10” Solatube installed courtesy of Solatube - Brighter Concepts of Shorewood.

Admission is \$6 in advance, and \$8 at the door of the projects. Advance tickets can be purchased at the Milwaukee/NARI Home Improvement Council office through Friday, May 4. In addition, select Sherwin Williams locations will sell advance tickets for \$6 each.

Attendees that bring two, non-perishable food items to the door of the first project they visit will receive a \$2 admission discount, with the food items to be donated to America’s Second Harvest of Wisconsin.

Best of luck to all participants!

Got NARI?

Congratulations to Above & Beyond Ponds and Orion Web LLC 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.



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, between 8:00 a.m. – 4:00 p.m. and association members are asked to check their inventories for items that can be sold to help benefit the Foundation, such as...

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

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. Dearbourn Avenue in Wauwatosa, between 8:00 a.m. – 4:00 p.m. on Thursday, April 26. Please call the NARI office to schedule a delivery time.

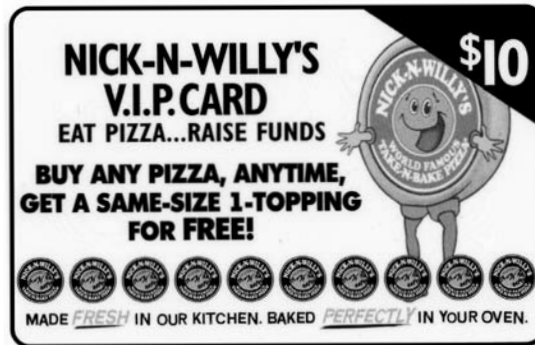
For more information, call the Milwaukee/NARI office at 414-771-4071 or e-mail info@milwaukeeenari.com.

Promotional Opportunity Available Through Channel 10/36 Auction

Milwaukee/NARI members have a chance to participate in "Home Improvement Day," Friday, May 4, at the Channel 10/36 Auction by staffing the phones, taking bids for items from callers. If you are interested in doing this, please call the Milwaukee/NARI office at 414-771-4071.

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, \$10 per card, with 10 punches per card. With the card, you buy a regular priced pizza, and get one large, one top-



ping 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.

Certified Professional Signs Now Available!



The Education/Certification Committee has available Certified Professional signs for use by members that have achieved one of the five certification designations. Perfect for use at consumer shows and in showrooms, the signs are made from high impact foam for durability, with an emron finish to resist fading.

A full color sample is available for viewing and signs and rockers can be purchased at the association office. Call the Milwaukee/NARI Office at 414-771-4071 for more information, including costs.

February Dinner Meeting

Special thanks to our Member Showcase participants.



Ron Lemke (left) and Greg Gerovac of Flanner's Home Entertainment



Lee Jones (right) and Chris Sisinni of United Products Corporation



Those in attendance were treated to a wonderful performance by comedian/magician, Ken Mate, who received enthusiastic audience participation.

Advertising Opportunities Remain for NARI Resource Guide

As part of the 8th Annual Milwaukee/NARI Spring Home Improvement Showcase, the Milwaukee/NARI Resource Guide is developed for distribution to all event attendees. In addition to the information on the Spring Showcase's remodeling projects, the publication features information on Milwaukee/NARI and its components, Wisconsin Remodeler of the Year Award Winners, Certified Professionals, and useful editorial and tips for homeowners.

Because of the information included in the 64-page program, the retention rate for the publication continues to be high. In addition to use during the Spring Showcase, the program book will be distributed at other NARI-related events during the remainder of 2007 and

early 2008.

With the *Milwaukee Journal Sentinel* again involved as media sponsor, the additional promotion from *M Magazine*, and the other advertising and publicity generated, this is a cost-effective opportunity for you to reach a target market seriously interested in home improvement and remodeling.

The advertising deadline is Friday, April 6. For more information on advertising in the Milwaukee/NARI Resource Guide/Spring Home Improvement Showcase program, please call Patty Johnson (ext. 103) or Dave Amoroso (ext. 108) at Ron Sonntag Public Relations, 414-354-0200.

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Tuesday, April 17: Monthly Membership Meeting – 7:30 a.m. – 9:30 a.m. Breakfast

Thursday, April 26: Milwaukee/NARI Foundation Rummage Sale deliveries – 8:00 a.m. – 4:00 p.m.

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 completed projects by association members.

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

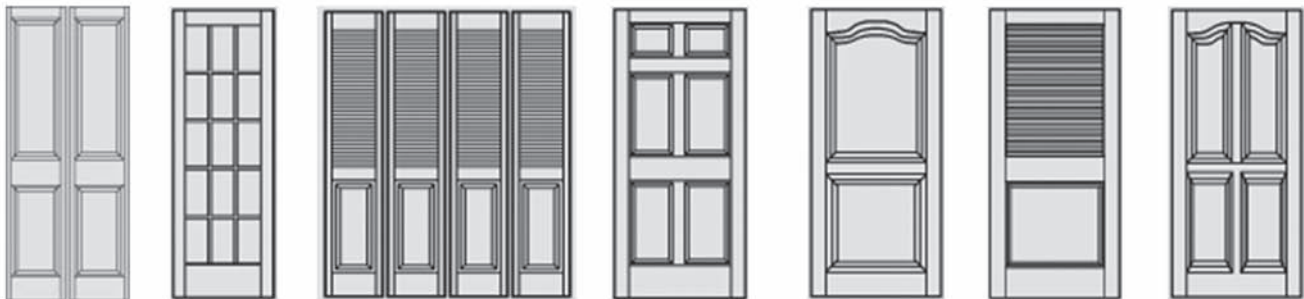
Wednesday, July 18: Milwaukee/NARI Foundation Golf Outing at Ironwood Golf Course in Sussex.

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



Richards Building Supply Company

Let Richards Quote Your Next Interior Project



F-6410 3/4" x 4 1/4"



F130 - 11/16" x 3 1/2"



F602 - 3/4" x 1 1/4"



F722 - 11/16" x 3"

TWO GREAT LOCATIONS TO SERVE YOU

1474 South 101st Street
West Allis, WI 53214
414-302-1285 Fax 414-302-1381

4600 West Burnham Street
Milwaukee, WI 53219
414-649-4700 Fax 414-649-4717

GOVERNMENT AFFAIRS COMMITTEE

On February 27, Ken Skowronski and I attended a Public Hearing in Madison regarding the Wisconsin Act 200, which addresses contractor certification and education requirements.

There were members of the MBA, WBA, home inspector association, and others in the industry that commented about the proposed requirements. The Department of Commerce will consider the comments along with any written comments they have received. The goal is to have this new rule finalized by mid-summer, with enactment by January 2008.

There are two licenses/certifications that will be required of companies. Generally these rules apply to contractors/Remodelers that need to pull Building Permits. The first license/certification will be Dwelling Contractor, which will show that a contractor has Workmen's Compensation and Liability Insurance, or fulfill the bond requirements. The owner, partner, chairman of the board, or chief executive officer of the company will hold this license.

The second license will be Dwelling Contractor Qualifier, a new designation that will require six credits of Continuing Education per year. The owner, project manager, supervisor, or lead carpenter can hold this license. A company can also have several Dwelling Contractor Qualifiers.

Final rules will be included in the final draft, which is due out this summer. What will qualify for continuing education has not been finalized, which is the next step in the progress of this bill.

We will work with Madison NARI to introduce NARI Education and Certification classes as qualifying for Continuing Education credits. This rule is still in draft stage and has not been finalized. The Department of Commerce is still working on this bill and we do not have all the final answers. If you have any questions please feel free to contact me.

Respectfully submitted,

Michael Heuser, CR
Government Affairs Chairperson

“Home Improvement Guide” to be Produced by *Metroparent Magazine*

Milwaukee/NARI members have an opportunity to advertise in the 2007 “Home Improvement Guide” to be produced by *Metroparent Magazine* as part of its May issue. With Milwaukee/NARI supporting the publication by purchasing the back cover and providing editorial content, members are encouraged to be part of this publication that will reach more than 90,000 parents, 83% that own homes.

Billed as a “complete remodeling guide for your home – inside and out,” the publication will focus on landscaping, kitchens, baths, painting, home interiors, flooring, garages, HVAC, and much more.

With a full-page ad sold for the low rate of \$699, there are a variety of other ad options, with full-color available on all ads. An advertiser also receives a 50-word business description for inclusion in the Guide's alphabetical listing.

To place an ad or for more information, call Erica Gumieny at 414-647-4732.

CUSTOM GARAGE DOORS

FACTORY DIRECT



www.geisbldg.com

GEIS
BUILDING PRODUCTS

20520 Enterprise Ave., Brookfield
262-784-8822

Bill's **CONTRACTOR'S STORAGE** *in Menomonee Falls*

Convenient Home Base for your contracting business

Spacious indoor storage for
your equipment and materials

- ◆ 14' Overhead door
- ◆ All-steel building, 18' wall height
- ◆ Spaces: 27' x 50' and 55' x 50'
- ◆ Concrete floor, insulated, well lit
- ◆ Additional outside space
- ◆ Graveled parking areas
- ◆ Ideal for landscaper, tree service, concrete/masonry business, large equipment, commercial contractor
- ◆ 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

MARCH 2007

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

APRIL 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1.	2.	3.	4. 4:00 p.m.: Education Certification Mtg. 7:00 p.m.: Certified Professional Study Group Session	5. 8:00 a.m.: Foundation Mtg. 9:30 a.m.: Showcase Committee Mtg.	6.	7.
8.	9.	10. 11:00 a.m.: Executive Committee Mtg. Noon: Board Mtg.	11. 10:00 a.m.: Home Improvement Show Committee Mtg.	12.	13.	14.
15.	16.	17. 7:45 a.m. - 9:15 a.m.: Membership Mtg. at Milwaukee Public Market	18. 8:00 a.m.: Web-Site Committee Mtg. 9:00 a.m.: Marketing Committee Mtg. Noon: Fall Home & Remodeling Show Committee Mtg. 7:00 p.m.: Certified Professional Study Group Session	19.	20.	21.
22.	23.	24. 11:00 a.m.: Finance Committee Mtg. Noon: Ethics Committee Mtg.	25. 8:00-Noon: Finance Budgeting Committee Mtg. 7:00 p.m.: Certified Professional Study Group Session	26.	27.	28.
29.	30.					

Splurge On Windows!

Leave just enough
wall to hold up
the roof.

Wisconsin Window Sales, the largest Hurd Windows distributor in southeastern Wisconsin, offers FREE in-home estimates, 90-day FREE financing, and a full 20-year, transferable warranty. Visit our new, convenient showroom to see a huge selection of...

- Replacement Windows: Wood & Vinyl
- Double and Single Hungs
- Casements
- Bays & Bows
- Horizontal Sliding Windows
- Awning Windows
- Patio Doors: Sliding & Swinging
- Entry Doors
- Phantom Screen
- Window Grills (window dividers)

Hurd
Windows and Doors



Wisconsin Window Sales, Inc.

WEST ALLIS • 212 S. Curtis Rd.
(half-mile south of Bluemound Rd. on 121st St.)
414-431-3006 • www.WisconsinWindowSales.com

**MILWAUKEE/NARI®
HOME IMPROVEMENT COUNCIL, INC.**

P.O. Box 26788, Wauwatosa, WI 53226
(414) 771-4071 • Fax: (414) 771-4077

*Newsletter
First Class Mail*

Every night the owners come home and nitpick your work. Silence them.



©2005 Marvin Windows and Doors. All rights reserved. ©Registered trademark of Marvin Windows and Doors.

Marvin windows and doors stand up to close scrutiny—yours and the people you work for. Our commitment to quality shows everywhere: in our tight joinery, furniture-grade finishes and superior cladding. Hand-crafting allows us to fit any opening, match windows exactly and replicate historic details. For replacement windows, doors or flexible new design solutions, there's no better choice than Marvin. Visit a Marvin professional millwork expert to find out more.

Edward Hines Lumber Co. Lisbon Storm, Screen & Door Co., Inc.
262-677-6600 414-445-8899

MARVIN 
Windows and Doors
www.marvin.com