



MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

NEWSLETTER

November 2011

MILWAUKEE/NARI DINNER MEETING - ELECTION NIGHT & "BUILDING MILWAUKEE AWARD" PRESENTATION TUESDAY, NOVEMBER 15, 2011

THE WISCONSIN CLUB • GRAND BALLROOM
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ELECTION NIGHT! The November monthly meeting is one of the most important membership meetings of the year – the night on which Milwaukee/NARI members have the opportunity to assist in the selection of leaders to serve on next year’s Board of Directors. This is an obligation that each member should fulfill with great care, as **the vote you cast does make a difference!**

We realize that circumstances arise that may preclude some of you from attending this meeting, so proxy ballots were mailed to all members in advance of the meeting. Proxy ballots may be returned to the Milwaukee/NARI office, so your vote can be counted at the membership meeting, but they must be returned in advance of Election Night. The deadline is 4:00 p.m. on Tuesday, November 15. Ballots received after this deadline will not be counted.

IMPORTANT NOTE – Your company’s official Milwaukee/NARI representative is the only individual from your company who is eligible to vote.



*Bob Yamachika
President & CEO, YMCA of
Metropolitan Milwaukee*

BUILDING MILWAUKEE AWARD: The 2011 “Building Milwaukee Award” will also be presented at the November meeting, recognizing efforts made by an individual or group that concentrates on community improvements and assists in growing the home remodeling industry. This year’s recipient is the YMCA of Metropolitan Milwaukee, and accepting the award will be Bob Yamachika, President & CEO.

The YMCA is known as a powerful association of men, women, and children of all ages and from all walks of life joined together by a shared passion to strengthen the foundations of community through youth development, healthy living, and social responsibility. As a leading nonprofit, the organization works side-by-side with those in the community to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow, and thrive. Whether working to develop the potential of every youth, working to improve the community’s health and wellbeing, or fostering a sense of social responsibility, the YMCA is about inspiring people and providing support so those that are served can reach their personal best in spirit, mind, and body.

During 2011, the YMCA, the Milwaukee/NARI Home Improvement Council, Inc., and the Milwaukee/NARI Foundation, Inc. partnered together to develop “Something’s Cooking,” a healthy lifestyle program that brings innovative cooking demonstrations, led by local chefs and experienced food and nutrition enthusiasts, to various YMCA facilities to present healthy, easy-to-implement meal suggestions for everyday families. Milwaukee/NARI and the Foundation donated the funds to purchase the cooking unit components and association members constructed eight units for use in the program. Bob Yamachika was named President & CEO of the YMCA of Metropolitan Milwaukee in August 2007. He has worked at the Milwaukee YMCA since 1982, serving as an integral part of the strategic planning for the organization, as well as major initiatives in the city. He oversaw major YMCA facility projects including the building and opening of seven YMCAs, renovating four, and expanding two resident camps. His tenure with the YMCA includes his work as Vice President for Facility Development

presidents LETTER

Last month NARI National held its annual Fall meeting in Newport Beach, California and we were fortunate enough to be able to send five Milwaukee/NARI delegates, plus our Executive Director, David Feldner, CAE, to represent our chapter. There are some exciting things that are going to be coming from NARI National over the next couple of months and a few updates regarding initiatives which were started last year.

First, the NARI National lobbyist, Tom Sullivan, is doing a great job building relationships and keeping us up-to-date regarding current and future legislation that affects our industry. Tom, with the persistence of David Merrick, the Government Affairs Chair, has been instrumental in working with the EPA. The EPA initially wanted to make third party clearance testing mandatory for jobs that use lead safe practices, however, NARI, as an organization, was able to show the EPA that this would not make the program stronger or save children from getting sick. The process would simply add costs to remodeling projects which would make it more likely that the lead remediation work wouldn't get done right due to the prohibitive cost. NARI's points were heard and the measure was defeated. Tom and David also spoke at a luncheon sponsored by the California Coalition and provided the group with tips and suggestions for working with local senators and congress people to develop better relationships and become a trusted resource.

Second, from a marketing standpoint, NARI National will be launching an ad campaign that targets consumers and encourages them to use only NARI members as we are educated professionals who abide by a strict code of ethics. The marketing committee will be working closely with the certification board to promote current certifications and the fact that NARI's CR program is very close to becoming a nationally accredited designation.

Finally, speaking of the certification board, they continue the launch of the new CRPM – Certified Remodeler Project Manager course. This course was finalized and rolled out at the beginning of 2011 and has been met with great success. The CRPM course is geared for your project managers; it's a little more comprehensive than the Certified Lead Carpenter (CLC) course and may be a class you wish to send your lead carpenters to. For those members who have a certified designation, watch for a revamped recertification process to be announced shortly.

The NARI National event is so important for our delegates to attend as we get a better feel for what's happening on a national level and it helps to keep our finger on the pulse of the industry.

Best Wishes,

Diane Krueger, CR
President

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Wauwatosa, WI 53226

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E-Mail: info@milwaukeevari.org

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Treasurer:	Dan Riedel, Wisc. – Woller-Anger & Company, LLC, Elm Grove
Executive Director:	David Feldner, CAE

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Dave Molenda, CGA, CCP
Weather Tek Design Center, Inc.



Please note: The Starr Group will donate quarterly 1% of every program premium dollar to the Milwaukee/NARI Foundation

*This is not a policy, but merely a general description of available coverages.



and Planning, Interim CFO, COO, Senior Vice President/Chief Administrative Officer and Interim CEO.

The evening will also include a presentation of certificates/plaques to the students who passed their Certified Professional exams during 2011.

Please join us as we recognize and elect the men and women who will lead our association in 2011, honor the 2011 Building Milwaukee Award winner, and acknowledge the association's new Certified Professionals.

Registration & Cocktails:	6:00 p.m.
Dinner:	7:00 p.m.
Election & Program:	8:15 p.m.

COST:	
Pre-Registration:	\$39.00
Walk-ins:	\$44.00

MENU: Duet of boneless Angus Short Rib with burgundy caramelized onion demi-glace and White Mountain Chicken with cranberry glaze cheddar gratin, tossed salad, Chef's vegetable medley, oven baked rolls, and coffee, tea or milk.

MEMBER SHOWCASES: Buckley Tree Service, Flyin' Frank Apparel and Promotions, The Kohler Co., Milwaukee/NARI Certified Professionals, The Starr Group and Vertical Works, Inc.

BUSINESS CARD BOARD: Display your business cards at the registration table during the meeting. This is a great way to get your name out to members who may have a need for your product and/or service.

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

REGISTRATION DEADLINE: Friday, November 11

Submit New Category Suggestions for Member Directory

As a Milwaukee/NARI member, each year your company has the opportunity to submit suggestions for new categories in the Member Directory.

To submit your suggestions for consideration, please contact David Feldner at the Milwaukee/NARI office, (414) 771-4071 or info@milwaukeeenari.org, by November 18, 2011.

Got NARI?

Thank you to Rick Burback, CR, UDCP, at Burback Builders, Inc., Justin Kreger at Vertical Works, Inc., and Jim Pitzen, CR, ALA, for featuring the NARI logo to their business cards.

Have you recently incorporated the NARI logo into your business cards, letterhead, brochures, etc.? If so, you could be featured here. Please submit a copy of your materials to the Milwaukee/NARI office, P.O. Box 26788, Wauwatosa, WI 53226 and you'll be eligible to be recognized in an upcoming issue of the newsletter.

To request a copy of the Milwaukee/NARI logo on CD along with our guidelines for logo usage, or a NARI member logo cling, please contact the Milwaukee/NARI office, (414) 771-4071.

NARI Certification - Distinguish Yourself from the Rest

Why Certify?

Today's consumer looks for something to distinguish the best from the rest, and having a NARI Certification identifies you as being part of that distinguished group. Certification tells consumers that you are dedicated to the highest standards of workmanship and have proved your knowledge through rigorous national testing. No matter how good you think you are, you need a short concise identifier to let the world know who you are. NARI Certifications provide that identifier. By participating in the study group process, you will meet others with whom to share your skills and learn new ones. The groups have a synergistic effect, raising the bar for all. The end result: You become a much better remodeler.



How to Get Started?

Preparation for certification can take place through a study group forum run by Milwaukee/NARI, or on an individual level by signing up for one of NARI National's Virtual Study Groups. Milwaukee/NARI can start a study group at any time throughout the year, as long as there are 4-6 approved candidates signed up. Study groups last for 12 weeks, including a final review session in the Milwaukee/NARI office followed by proctoring of the exams.

Who Should Become Certified?

Certified individuals fill all levels of remodeling companies. The Certified Remodeler (CR) may be the president of a large remodeling firm employing 30 employees, the owner of a two-person kitchen and bath remodeling business, or a project manager for a roofing and siding company. You can find Certified Lead Carpenters (CLCs) supervising a whole house remodel, a basement upgrade, or room addition. The

Certified Kitchen and Bath Remodeler (CKBR) may be a company owner, kitchen sales specialist, or cabinet installer. These examples represent only a small segment of those with NARI Certifications. No matter your position within your company, one of NARI's certification programs will be a perfect fit for you.

Certification Overview

Certification identifies you as a dedicated professional and acknowledges your personal achievements, improves your level of practice, and highlights you as a leader in the industry. NARI Certification is a valuable marketing tool as well, providing customers with assurance that they are choosing expert professionals with years of experience, dedication to ongoing training, and a commitment to ethical conduct. Certified individuals are viewed as better trained, more highly skilled, more knowledgeable, professional and reliable, quality-oriented, and cutting-edge.

NARI Certifications Offered

Certified Remodeler - CR
Certified Kitchen & Bath Remodeler - CKBR
Certified Lead Carpenter - CLC
Certified Remodeling Project Manager - CRPM
Certified Remodeler Specialist - CRS
Certified Remodeler Associate - CRA
Green Certified Professional - GCP
Master Certified Remodeler - MCR
Universal Design Certified Professional - UDCP

Questions Regarding Certification?

For more information on NARI Certification or to obtain an application please contact Amanda Dombrowicki at the Milwaukee/NARI office, (414) 771-4071 or amanda@milwaukeevari.org.

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Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

2011 -

• Tuesday, Nov.15 – Milwaukee/NARI Election Night & Building Milwaukee Award Presentation: 6:00 p.m.; The Wisconsin Club, Milwaukee

• Friday, Dec. 9 – Milwaukee/NARI Foundation Holiday Party: 6:00 p.m.; Hilton Garden Inn, Milwaukee Park Place

2012 -

• Tuesday, January 17 – Monthly Membership Breakfast Meeting: 7:30 a.m.; Wyndham Milwaukee Airport Hotel, Milwaukee

• Wednesday, January 11 – Recurring Code Violations Seminar: 12:00 p.m.; Milwaukee/NARI office, Wauwatosa

• Friday, January 20 – WRA Banquet: 6:00 p.m.; Intercontinental Hotel, Milwaukee

• Wednesday, January 25 – Challenges to Remodeling Bungalows/Cape Cods Seminar: 5:00 p.m.; Milwaukee/NARI office, Wauwatosa

• Thursday, February 9 - Sunday, February 12 – 50th Annual Home Improvement Show; Wisconsin Expo Center at State Fair Park

• Tuesday, February 21 – Monthly Membership Dinner Meeting & After Show Relaxer: 6:00 p.m.; The Venice Club, Brookfield

• Wednesday, February 29 – Frost Protected Shallow Foundations Seminar: 8:00 a.m.; Milwaukee/NARI office, Wauwatosa

• Wednesday, March 14 – All About Trusses Seminar: 12:00 p.m.; Milwaukee/NARI office, Wauwatosa

• Tuesday, March 20 – Monthly Membership Lunch Meeting: 11:30 a.m.; Alioto's Restaurant, Wauwatosa

• Wednesday, March 28 – EPA Lead Update Seminar: 5:00 p.m.; Milwaukee/NARI office, Wauwatosa

• Wednesday, April 11 – How to Work with Insurance Companies on a Restoration Job Seminar: 8:00 a.m.; Milwaukee/NARI office, Wauwatosa

• Tuesday, April 17 – Monthly Membership Breakfast Meeting: 7:30 a.m.; Location TBD

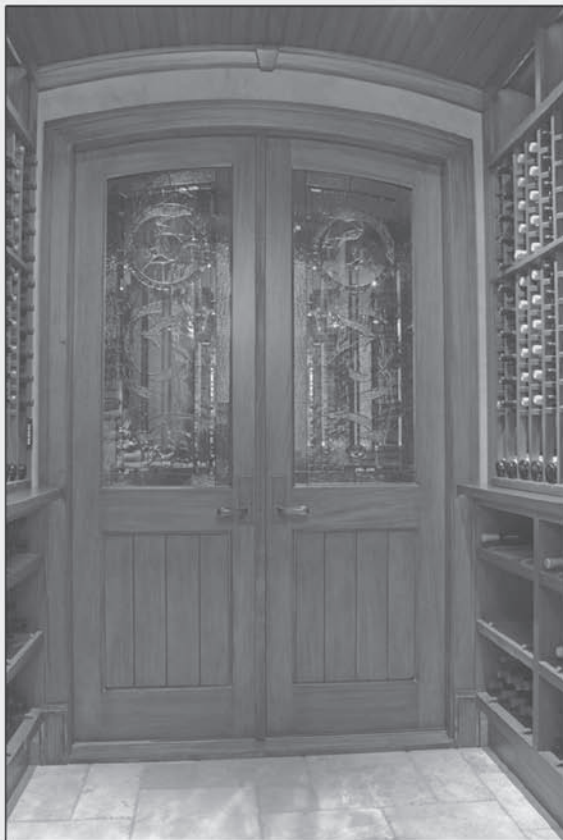
• Wednesday, April 25 – New Formulations in Paint and Stain Seminar: 12:00 p.m.; Milwaukee/NARI office, Wauwatosa

• Saturday, May 5 and Sunday, May 6 – Spring Home Improvement Showcase - A Tour of Remodeled Homes

• Tuesday, May 15 – Monthly Membership Lunch Meeting: 11:30 a.m.; Location TBD

• Wednesday, May 30 – Lien Rights/Legal Issues Seminar: 5:00 p.m.; Milwaukee/NARI office, Wauwatosa

For a complete list of activities and committee meetings, go to www.milwaukeevari.org/calendar-events.php.



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Join Us at the Next Education/Certification Committee Meeting

Are you a NARI Certified Professional and Member of Milwaukee/NARI? If so, just a reminder that as such you are automatically a member of Milwaukee/NARI's Education/Certification Committee and you are welcome to attend any of our monthly meetings. This committee meets on the first Wednesday of each month from 12:00 Noon to 1:00 p.m. in the Milwaukee/NARI office and we could use your help on upcoming projects. Please join us at our next meeting or contact Amanda Dombrowicki at the Milwaukee/NARI office for more information, (414) 771-4071 or amanda@milwaukeeenari.org.

Upcoming Monthly Commerce Approved Seminars for Milwaukee/NARI Remodelers

When it comes to continuing education, Milwaukee/NARI offers the professional remodeler everything, all under one roof. Whether it's earning CEUs toward NARI Certification/Recertification or State of Wisconsin Department of Commerce Dwelling Contractor Qualifier credit hours, there's no need to look any further than Milwaukee/NARI for your educational needs. Select the sessions you want to attend from a schedule of monthly, 90-minute seminars and you'll be covered when it comes to continuing education!

January 11, 2012 | 12:00 Noon – 1:30 pm

Recurring Code Violations

Whitefish Bay Building Inspector invited

January 25, 2012 | 5:00 pm – 6:30 pm

Challenges to Remodeling Bungalows and Cape Cods

Jim Pitzen, CR, ALA of Pitzen Design, Ltd.

Tom Weiher, MCR, CKBR of Carmel Builders, Inc.

February 29, 2012 | 8:00 am – 9:30 am

Frost Protected Shallow Foundations

Speaker TBA

March 14, 2012 | 12:00 Noon – 1:30 pm

All About Trusses

Jim Schneider, Carl Krueger Construction, Inc.

(A representative(s) from a truss manufacturer, TBD, will also be present to answer questions.)

March 28, 2012 | 5:00 pm – 6:30 pm

EPA Lead Update

Dan McClung, Wisconsin Department of Health Services

Milwaukee Lead/Asbestos Information Center, Inc. (Rep TBA)

April 11, 2012 | 8:00 am – 9:30 am

How to Work with an Insurance Company on a Restoration Job

Diane Krueger, CR, Carl Krueger Construction, Inc.

Dan Riedel, WiSC, Woller-Anger & Company, LLC

April 25 | 12:00 Noon – 1:30 pm

New Formulations in Paints and Stains

William Boerger, Sherwin Williams Co.

May 30 | 5:00 pm – 6:30 pm

Lien Rights/Legal Issues Every Contractor Should Be Aware Of

Lauren A. Triebenbach, von Briesen & Roper, s.c.

Cost to Attend for Milwaukee/NARI Members:
\$15 Breakfast / \$20 Lunch or Dinner

CEUs: 1.5 DCQ and .015 NARI Cert/Recert credits

For more information or to register, contact Amanda Dombrowicki at the Milwaukee/NARI office, 414-771-4071 or amanda@milwaukeeenari.org.

Consider Placing an Ad on the Milwaukee/NARI Website as Part of Your 2012 Budget

As you plan your advertising budget for 2012, consider allocating funds for a banner or tile ad on the Milwaukee/NARI Web site (www.milwaukeeenari.org).

By placing a banner or tile ad on our web site, you'll reach an extremely targeted audience. Recent history shows that the Milwaukee/NARI Web site is averaging more than 7,300 visits each month to date for 2011. In addition, the site is averaging nearly 3,600 unique visitors, an average of almost four million monthly hits, and a visit duration averaging more than 10 minutes.

Members can select from the following online advertising options:

BANNER AD (includes link to your web site)

468 x 60 pixels

Run of Site	1 Month	3 Months	6 Months	12 Months
Top of Page	\$104	\$210 (\$70/mo.)	\$354 (\$59/mo.)	\$576 (\$48/mo.)

TILE ADS (includes link to your web site)

120 x 90 pixels

Run of Site	1 Month	3 Months	6 Months	12 Months
Side of Page	\$85	\$177 (\$59/mo.)	\$300 (\$50/mo.)	\$444 (\$37/mo.)

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

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membership COMMITTEE

Greetings From Your Membership Coordinator

As I have been “on the road again”, I would like to thank all of the members that have taken time out of their busy schedules to meet and talk with me. This has enabled me to learn about you as members and the service that your businesses provide. As I go forward, and eventually meet with all of our members, the things that I have been asking, and will be asking in the future, are “what does your company need”? Is there something that has been put on the “back burner” during the summer months? Do you need updated business cards, new brochures, or just to follow up with another member that you may have lost touch with? Put those items on the “front burner” and keep them hot.

You, as members, are my biggest asset to help get the word out about Milwaukee/NARI, as you are the ears and eyes within the industry. Is there someone else that you work with that could be considered for membership within Milwaukee/NARI? Have them call my office and we will do our best to have them apply for membership. You will then receive credit for that company referral.

Now is the perfect time to start thinking about what your needs will be for 2012. It takes a lot of time and knowledgeable people to help keep the doors open. How can your business benefit from membership within Milwaukee/NARI? Let's grow together to make Milwaukee/NARI a stronger organization.

I would also like to thank Marty Abrasam and Lisa Mortl from Lowe's for inviting Milwaukee/NARI to their contractor luncheon. Milwaukee/NARI was provided with a table where we were able to showcase upcoming events, as well as the benefits of membership. These “contractor luncheons” are great tools to help to promote Milwaukee/NARI to our non-members and to get our name in front of consumers, as well. Milwaukee/NARI has been “a regular” at these events and will plan to uphold that tradition.

I was also afforded the opportunity to attend the “Bliffert's Contractor Breakfast” in September. At that event, there was a guest speaker, which provided a very interesting topic on a new building product being introduced into the mid-west market. Bliffert also offers “Continuing Education” credits for attendance at these seminars. This is a great opportunity for members that are trying to complete their Commerce Dwelling Contractor CEU's or Milwaukee/NARI Certification & CEU's. If you know these types of opportunities for Milwaukee/NARI to showcase, please feel free to contact the Milwaukee/NARI office with this information.

Finally, please help us welcome the newest members of Milwaukee/NARI:

Erickson & Sons Construction – General Contractors, Roofing
4741 Sycamore St. Greendale, WI 53129
414-423-3320 – Lee Erickson

Healthy House Marketing Group – Marketing
10335 W. Oklahoma Ave. ste. 106 Milwaukee, WI 53227
414-763-7061 – Jody Becker

Ambrick Painting Company – Painting Services Interior, Fire and Water Restoration, Wall Coverings, Ice Dam Repair
9165 S. 80th St. Franklin, WI 53132
414-427-2575 – Bill Hubert

Matsen Painting – Painting Services Interior
22827 Cassandra Ct. Kansasville, WI 53139
262-878-1300 – Rich Matsen

Infinity Painting – Painting Services Interior
1607 S. Woodside Dr. New Berlin, WI 53151
262-212-3700 – Ryan Zizzo

-Ryan Eigenfeld, CR
Membership Coordinator

Members Report Improved Activity in First Half of 2011

The member survey conducted with Milwaukee/NARI members earlier this year shows a sales increase for more than 40 percent of the respondents for the first six months of 2011.

Of the 54 Milwaukee/NARI Home Improvement Council, Inc. members that responded to the “Industry Activity Questionnaire,” 69 percent were remodeling contractors, while 31 percent were wholesalers/suppliers, manufacturers, or lenders. The objective of the questionnaire was to measure home improvement and remodeling trends and ascertain changes, if any, being experienced by Milwaukee/NARI members within the industry. Survey highlights include the following:

- In 2011, 44 percent of the respondents experienced an increase in sales in the first half of the year when compared to the same period in 2010, while 20 percent said sales were flat when compared to the first six months of 2010.
- 41 percent of the respondents said there was an increase in the average project cost completed for homeowners in 2011 when compared to 2010, and 41 percent said the project cost remained the same.
- 39 percent of the respondents said the average project cost completed in the first half of 2011 was between \$10,000 - \$100,000, while 52 percent said the average project cost was between \$1,000 - \$10,000.
- Contractors continue to list referrals (56 percent) and past customers (54 percent) most often as the reasons that contracts are signed.
- Of those that had an increase in sales in the first half of 2011 when compared to the same period in 2010, 54 percent said increased marketing was the primary causes, while 50 percent said improved economic conditions was a primary cause.
- Of those that said sales were up in 2011, 54 percent specialize in interior remodeling projects, while 21 percent focus on exterior remodeling and 25 percent do a combination of the two.
- Of companies that experienced flat sales in the first half of 2011 when compared to the same period in 2010, 36 percent specialize in interior remodeling, while 28 percent specialize in exterior remodeling, and 36 percent do a combination of interior and exterior work.
- Sales volume for 35 percent of the respondents was over \$500,000 in the first half of the year, a slight increase when compared to 2010, while 17 percent had sales between \$250,000 and \$500,000, and 24 percent had sales between \$100,000 and \$250,000.
- Of those with decreased sales in the first six months of 2011 when compared to 2010, 63 percent said economic conditions were either the primary or secondary cause, with weather conditions listed as the reason by 21% of the respondents.
- Of those that experienced a decline in sales, 37 percent specialize in interior remodeling, 32 percent specialize in exterior remodeling, and 31 percent do a combination of the two.

The survey determined that Milwaukee/NARI members are seeing trends within the industry, including...

- Improvements to landscaping and hardscaping
- Use of luxury vinyl tile
- Enhancing home automation
- Consumers looking to repair rather than replace
- Use of “green” materials

Another survey to measure trends for all of 2011 will be sent to all association members in early January, 2012. Please take the few minutes to complete the survey when it arrives and return the completed questionnaire to the Milwaukee/NARI office.

member SPOTLIGHT: Vertical Works, Inc.

Justin Kreger is the president of Vertical Works Inc., a modular home manufacturing company he started six years ago. Vertical Works offers new construction, second story additions, and single room additions such as mother-in-law suites, master bedroom suites, or four seasons rooms. Vertical Works strives to provide the highest quality product on the market and utilizes a detailed quality control system that has more than 1,000 different checkpoints through the manufacturing process to ensure an accurate and superior quality product.

As a manufacturer of modular construction, Kreger brings a unique service to Milwaukee/NARI members. "From a manufacturer's side, we are here for the remodelers from both an education standpoint and directing prospective leads to the remodelers who do modular construction. From a remodelers' perspective, we offer a product for their customers that is of superior quality, energy efficient, produced in half the building time, and all done in a controlled environment," he said.

"Our modular products give remodelers a great product to sell and reduce their overhead," Kreger said. "A major benefit is that the construction time can be 50 percent less than traditional construction. For example: a second-story addition can be completed in 30 days from the first day at the job site to the final clean. How many customers would appreciate that?!"

Kreger sees his company as not just a manufacturer, but also a partner to remodelers/builders. "Our niche in the marketplace is our flexibility to accommodate our customers with product and service, at a quick rate of response. As a small manufacturer, we can make decisions and adjust our product to the market demands very quickly. Our relationship is more than just a purchase of a product; it's a process from planning a project through servicing a warranty."

Kreger brings a broad range of experience to the modular business. "I have been involved in modular homes my whole life, initially from the builder side. My dream was always to be a manufacturer that could provide the contractor with a true custom modular product. When I worked on the builder side, most modular manufacturers were very production-based, which allowed them very little room to customize. As a manufacturer, we work with the contractors to give their customers a product that exactly fits their needs and wants."

Vertical Works joined Milwaukee/NARI in November 2010. "We joined NARI to be involved in an organization that provides a resource for customers and remodelers and whose membership is composed of professionals with good business ethics. Being a NARI member has allowed us to meet many new people in our industry and create great friendships. I feel that NARI provides its members with many opportunities to move their business forward."

Kreger looks forward to more involvement with the Association. "We want to participate in the shows and be a resource and referral for the remodelers. We also want to move forward with attending more meetings and getting involved with some of the groups."

"Another goal is to do more educational seminars. We believe face-to-face seminars are a great way to educate the homeowner and remodeler about modular construction and its many advantages. We want to be a resource for NARI members when they have a customer that is interested in modular construction," he said. "We feel with all the advantages that modular construction has, it will be the next step in the advancement in the construction industry."

For more information about Vertical Works, call 414-762-0950 or visit www.verticalworksin.com

Question: At what point should a crack in a masonry chimney's clay flue liner be recommended for repair?

Answer: The standard of care for clay flue liners in chimneys is in the National Fire Protection Association 211 national standard. It states that when a flue is cracked or has voids and can no longer contain the byproducts of combustion (flue gases, heat, moisture, or creosote) it shall be repaired or replaced.

Sometimes the cracks and voids are obvious, indicating the flue can no longer perform its intended purpose of containing the byproducts of combustion and should be repaired. If a flue tile section is cracked through its vertical two-foot length, its considered to be compromised and should be repaired or replaced. The reason for this is exhaust gas temperatures cause flue tiles to expand and a vertical crack that appears to be closed can open up to over one-half inch wide allowing the byproducts of combustion to be trapped outside of the flue and collect on the interior walls of the masonry chase. After repeated heating and cooling cycles, creosote and debris get lodged in the crack and the clay liner goes through what is referred to as a ratcheting effect causing the crack to get even wider. This creates a situation where the chase is attacked from the inside out by creosote, acidic condensate, and excessive heat.

The best way to determine the integrity of a flue is by internally scanning the flue with a closed circuit camera for cracks and voids. If the cracks are in the top six feet of the chimney, many times the old tiles can be broken out and replaced with new clay flue tiles. If the damage extends below six feet, the chimney should be relined using an appropriate listed metal liner or a listed cast in place relining system.

The integrity of a flue liner is very important and serves to conduct excessive heat and byproducts out of the chimney, protect the chimney chase, along with providing proper draft to the appliance connected to the flue.



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NARI Members Needed for Participation in Technical School Panel Discussions

As has been done over the last few years, the NARI Foundation will go directly to Milwaukee Area Technical College and Waukesha County Technical College to meet with students pursuing a career in home improvement and remodeling.

With a great deal of enthusiasm from the instructors at the school, dates are being set for November and December to have two-hour panel discussions/luncheons at two MATC locations and at WCTC.

Please contact Dave Amoroso of Ron Sonntag Public Relations at 414-354-0200 ext. 108 or the Milwaukee/NARI Office at 414-771-4071 if you would like to participate in one of the panel discussions.

Holiday Party Silent Auction

As part of the Milwaukee/NARI Holiday Party on Friday, December 9, the Milwaukee/NARI Foundation will offer party attendees an opportunity to do some holiday shopping, while supporting the Foundation's programs, through a silent auction.

If you would like to make a donation to the Holiday Party Silent Auction (minimum value \$100), with all proceeds benefiting the scholarship programs funded by the Milwaukee/NARI Foundation, please contact the Milwaukee/NARI Office at 414-771-4071 or info@milwaukeeenari.org.

Milwaukee/NARI Toys for Tots Collection

Beginning now through mid-December, the Milwaukee/NARI office will be an official Marine Corps Reserve "Toys-For-Tots" drop-off location. Your donations of new, unwrapped toys and/or cash contributions for underprivileged children in our area are greatly appreciated.

Please consider dropping-off a toy or monetary donation the next time you're near our office, or consider making a donation at the Foundation's Holiday Party on Friday, December 9, 2011. Your generosity is greatly appreciated!



Resume & Job Posting Opportunities at www.milwaukeeenari.org

Milwaukee/NARI continues to offer its members ongoing opportunities to post job openings on the association's website (www.milwaukeeenari.org). All job openings posted on the website can be accessed by individuals seeking a position within the home improvement and remodeling industry.

The free posting service can be found by visiting www.milwaukeeenari.org and selecting the following:

- Employment Opportunities
- NARI Member Access (password – Remodeling)
- NARI Member Job Site Links
- Add a Job Posting

Your information will remain live on the website until a request is made to have it removed, or for 90 days, whichever comes first.

In addition to the job posting service, individuals seeking work in the industry can post their resume(s) on the website for viewing by our association members.

All members are encouraged to visit this area to determine whether there may be a fit for your company. It's a great way to locate new employees and there's no cost to your company.

Nick Kerzner, CR, CKBR Kerzner Remodeling and Construction Runs for Third Vice President

Dear Fellow NARI members,

I am contacting you through our Association newsletter because there are a number of important elections this November. I am running for the position of Third Vice President and reaching out to the membership because the result of this election will influence our future success as a trade association.

I have considerable experience in our association; as a member of the Board of Directors and as current Chairperson of the Marketing Committee. From my experiences, I believe I have my finger on the pulse of NARI. My participation has also included volunteer involvement on various task forces, member training sessions, and public seminars for Milwaukee/NARI.

Those who know me, know that I am direct and deliberate in my opinions and actions. There is never any doubt for what I stand for. Today our businesses are faced with obstacles, like never before. We are burdened with more and more state and federal regulations, poor enforcement of proper licensing and insurance requirements, and a less than robust economy.

My goal as an association leader, is to focus upon issues our members face presently and in the future. As a contractor myself, I not only realize the day to day struggles each of you face, I live them! Remaining competitive while meeting environmental and regulatory requirements, maintaining quality in labor and materials and sometimes simply making payroll or getting paid are challenges we all face week to week.

If NARI is to remain relevant, our voice must be loud and our number, many. As an association we must be aware of the challenges before us and institute plans to assist our members to meet those challenges. At the end of the day, we're all in this together and we need to stand together as professionals of our industry.

If you have any specific questions for me, I welcome a call @ 414-405-3667.

I am asking you to consider voting for me.

Thank you,
Nick Kerzner CR, CKBR
Kerzner Remodeling and Construction



13th Annual Spring Home Improvement Showcase & Resource Guide

Planning has started on the 13th Annual Spring Home Improvement Showcase... A Tour of Remodeled Homes, which will take place Saturday, May 5, through Sunday, May 6, 2012 between 11:00 a.m. to 5:00 p.m. each day.

This event, a great way to allow consumers to get an up-close look at your best work, serves as a terrific vehicle for members that have entered projects in the Wisconsin Remodeler of the Year awards program, and to receive additional recognition for their hard work.

Applications and complete event information will be available at www.milwaukee-nari.org in the "Membership Services" area under "Forms for Members."

In addition, published in conjunction with the Annual Spring Home Improvement Showcase is the Milwaukee/NARI Resource Guide. Don't miss out on your opportunity to advertise in the 2012-13 Resource Guide that has a 12-month shelf life! The guide is distributed at the Spring Showcase, as well as other Milwaukee/NARI events, including the annual Fall and Spring consumer shows.

As you're budgeting for the upcoming year, be sure to allocate funds to have an ad in the Resource Guide. The available advertising opportunities are something that you 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.

For more information on the Spring Showcase, contact Jim Pitzen, chairperson, at Pitzen Design, Ltd., 262-373-1103, or call Shauna Brown at the association office at 414-771-4071.

Thanks for Making 2011 Fall Remodeling Show Successful

The Milwaukee/NARI Fall Home & Remodeling Show planning committee thanks all exhibitors for participating in the 2011 event at the Wisconsin Exposition Center at State Fair Park in mid September.

Special thanks goes to the following companies that served in various sponsor roles for the event:

AB&K Bath & Kitchen: co-sponsor Seminar and Cooking Demonstration Stage

Allrite Home & Remodeling: Chad Crittenden Presentations

AmeriCU Mortgage: Exhibitor Lounge Breakfast

Callen Construction, Inc.: Senior Day

1st Choice Heating & Cooling/Carrier: Show Information Brochure

Malkins Carpets: Taniya Nayak Presentations

Milwaukee Journal Sentinel: Presenting Media Sponsor

Renewal by Andersen: co-sponsor Seminar and Cooking Demonstration Stage

Time Warner Cable: Relaxation Station and Digital Express Unit

Wooden Thumb, Inc.: Show Bags

Congratulations to Brillo Home Improvements, Inc. and Rozga Plumbing & Heating Corp., the winners of the certificates for a 10' x 10' booth space at a 50 discount for the 2012 Fall Home & Remodeling Show. These companies names were drawn from all the entries of exhibitors that dropped in their raffle tickets before the opening and after the closing of the Show on Friday and Saturday.

Plans are progressing well for the 2012 Milwaukee/NARI Home Improvement Show. Be sure to review the exhibitor packet that has been sent and get your application in today to be part of the 50th annual event.



Media Clippings & Web Site Results

The press clipping results for August 2011, were:

Advertising Value: \$55,848.24
Public Relations Value: \$167,544.72

Regarding the association website, results for
September are as follows:

Number of visits: 5,438 Page Views: 14,863

Marketing Starts From Within

by Patty Johnson, Ron Sonntag Public Relations, Inc.

It's November, and the holiday season is already here! It feels like it arrives earlier and earlier each year, doesn't it? I have written about the many and varied holiday gift ideas for clients and vendors. The ideas are timeless, and I'm sure you will find some opportunities over the next several weeks to reach out to those important audiences.

But there is another audience that you may not have thought about in a while—your employees.

Let's face it—it has been a stressful couple of years with the economy and probably at your workplace, too. With more competition, people are working more hours, and you may have added responsibilities to their duties to help keep your firm afloat and profitable. As a business owner, your life has its stress, too. This is the time of year when we all are reminded to be grateful.

Marketing begins from within a company by having a great staff representing you to the public. From the front-office staff greeting clients and prospects and maintaining a positive attitude, to field staff representing you on the front lines changing homes with their skill, you have a lot to be thankful for!

But have you thanked them lately? Here, at RSPR, we have some employee morale boosters that keep spirits high and help us to thank our employees in fun and creative ways. They don't necessarily cost a lot of money, but the rewards are endless. Some of them include:

- Celebrating each staff person's birthday with cake, ice cream, a card, and a rousing chorus of "Happy Birthday!"
- Monthly lunches, just because.
- Outings to sporting events.
- Outings to the movies, bowling, or restaurants.
- Our Christmas pot luck event, complete with a competitive game of Catch Phrase.
- Drawings for gift cards to area restaurants, stores, and movie theaters.
- Company sponsored American Idol contest, where the staff member drawing the Idol winner's name from the hat is the

lucky winner of a cash prize.

- CEO-made chocolate shakes and malts or other ice cream treats on the hottest day of the summer.
- Turkey day gift cards.
- Wedding and baby showers, when one of us is celebrating a special event.

We all like to feel appreciated, and recognizing your employees' hard work, above and beyond their paychecks and benefits, goes a long way in creating a positive working environment. It doesn't have to be a budget-breaking endeavor, just thoughtful and understanding.

Add Milwaukee/NARI as a "Favorite Page" on Facebook - and We'll Do the Same for You!

Does your business have a Facebook Fan Page? If so, consider adding the Milwaukee/NARI Fan Page as a "Favorite Page." The ability to add another Page as a favorite allows Page administrators to clearly affiliate with other brands and businesses. By "Liking" another Page, your Page will publicly support that Page. Let the office know that you have added Milwaukee/NARI as a Favorite Page, and we'll add your business as a Favorite Page in return.

If you are an administrator of your business's Fan Page, go to the desired Page that you want to select as a Favorite and click "Add to My Page's Favorites" directly underneath the profile picture. That Page will then appear in your "Favorite Pages" section. Note that the "Add to My Page's Favorites" link will only be visible if you are an administrator of a Page.

Mark Your Calendars for the...

50th Annual Milwaukee/NARI Home Improvement Show

Celebrating 50 Years of Ideas for Your Home

February 9-12, 2012

Wisconsin Expo Center
at State Fair Park

Exhibitor kits were mailed
during the month of October.

Watch for more details soon!

Are you an association member offering a new product or service?

Would you like the opportunity to host a presentation
on the demonstration stage during the Show?

Or, are you interested in being a Show sponsor?

Contact Dave Amoroso at RSPR,
(414) 354-0200 ext. 108 or dave@rspr.com today!



Home Improvement Show Advanced Ticket Outlets Sought

By now, you should have received your packet for participating in the 50th Annual Home Improvement Show, February 9-12, 2012. One of the forms in the packet allows chapter members to sign up to be an Advanced Ticket Outlet. By serving as an Advanced Ticket Outlet, your company's name will appear in the following providing you with additional exposure to potential customers...

- Show press releases
- At least two Show ads in *Milwaukee Journal Sentinel*
- List of advanced ticket outlets on Milwaukee/NARI Web site

There is no cost to be an Advanced Ticket Outlet, and **you do not need to be a Show exhibitor to serve in this capacity.** All you have to do is complete the Advanced Ticket form included in the Show packet, or available at www.milwaukeevari.org, post the Advanced Ticket sale display in your office or showroom, and return money from any sold tickets, as well as any unsold tickets to the Milwaukee/NARI office following the Show.

For more information or to sign up, please contact Lori Voight at the Milwaukee/NARI office, (414) 771-4071 or lori@milwaukeevari.org.

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E-mail: wandsnider@aol.com

Website: www.wandsnider.com

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I am currently a member of the Milwaukee/NARI Home Improvement Council Board of Directors and Chairman of the Spring and Fall Home Improvement Show Committees.



NARI Participation...

- Member Recruitment
- Marketing Committee
- Certified Remodeler Course Instructor
- Seminar Presenter
- Home Show Sponsor
- Kids Fest Volunteer
- Home and Remodeler's Expo

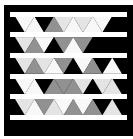
My goal is for every consumer to select only NARI members and every qualified company/contractor becomes a NARI member.

**Milwaukee/NARI
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1.	2. <i>12:00 Noon</i> Ed/Cert Committee	3. <i>8:15 am</i> Foundation Board Mtg. <i>9:00 am</i> STARS -Insurance/Legal	4.	5.
6.	7.	8. <i>10:30 am</i> Executive Committee <i>11:45 am</i> Board of Directors	9.	10. <i>8:30 am</i> Membership Committee	11.	12.
13.	14.	15. <i>6:00 pm</i> Monthly Membership Dinner & Election Night - Wisconsin Club	16. <i>8:00 am</i> Fall Show Committee <i>10:00 am</i> Home Improvement Show Committee	17. <i>9:00 am</i> Marketing Committee	18.	19.
20.	21.	22.	23.	24. <i>Thanksgiving Day</i> <i>Office Closed</i>	25. <i>Office Closed</i>	26.
27.	28.	29. <i>12:00 Noon</i> Ethics Committee	30.			

For a complete list of activities and committee meetings, go to www.milwaukeevari.org/calendar-events.php.