

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

NEWSLETTER

October 2007

MILWAUKEE/NARI LUNCH MEETING TUESDAY, OCTOBER 16, 2007

MILWAUKEE AREA TECHNICAL COLLEGE – DOWNTOWN CAMPUS
700 W. STATE STREET • MILWAUKEE

**FREE LUNCH MEETING • MEET YOUR EMPLOYEES OF
TOMORROW • “GOVERNMENT AFFAIRS UPDATE”**



The Milwaukee Area Technical College (MATC) Downtown Campus will host this free lunch meeting for Milwaukee/NARI members, with more than 60 students that will be graduating from its home improvement and remodeling related courses in the spring of 2008 in attendance to meet you – their prospective employers.

Here's an opportunity to get a head start on finding new employees, those that are receiving the necessary training to hit the ground running when they're available for hire in a few months. You can also share your knowledge and experience to help them as they complete their various courses of study.

The lunch meeting will also feature a panel discussion that will focus on Government Affairs issues and how they are affecting and will affect the industry. The panel will be comprised of...

Brandon McGovern, Milwaukee Lead/Asbestos Information Center – Lead Paint/Asbestos
Tony Rink, CR, Renovators Ltd. – Licensing
Ken Skowronski, CR, KS Remodelers, Inc. and City of Franklin alderman – Building
Inspection
Dave Wheaton – City of Wauwatosa Building Inspector

Certified Professionals can earn .05 CEUs for attending this program.

Please join us to learn how these issues will impact your company, plus meet the skilled trades people of the future.

Pre-Registration is Required!

Check-In: 11:30 a.m.
Lunch: Noon
Program: 12:30 p.m.

COST: FREE

MENU: Chicken, Mashed Potatoes, Garden Salad, Bread, Cookies, and Beverage.

MEMBER SHOWCASE: Lexco Tile & Stone will be the Member Showcase for the day.

presidents LETTER

The summer season is officially over, but that doesn't mean our businesses as remodeling contractors needs to slow down. In my line of business of roofing, we can find projects throughout the year to keep my staff occupied and my employees paid. However, the fall season and the impending winter weather isn't far away, so we all need to review our business plans before we say goodbye to 80 degree temperatures and Wisconsin's official insect: the mosquito.

The end of the year is typically a good time to go over budgets. What factors in our industry will affect our businesses in 2008? How will those factors affect staffing, bonuses, and growing our businesses? Now is a good time to consider all of the factors that will affect your business in the coming year to more accurately forecast your projects and budgets.

Watching the stock market these past months, one has to wonder what investments a Milwaukee/NARI company could have made in order to protect and grow the company's assets. A careful review of your finances with a consultant is a great way to ensure that you're not working project-to-project in order to keep your finances in the black. A consultant can also advise on filing your taxes to ensure they are accurate and reported on time.

We can't forget about thanking our employees for all of the hard work and dedication they've provided to each of our companies. Think of unique and interesting ways to show your appreciation to your staff to continue their commitment and enthusiasm in making your company successful. One example is bringing your staff to the Milwaukee/NARI Holiday Party on Friday, December 7. The Milwaukee/NARI Program Committee is working on the evening's events, including a casino night theme that your employees are sure to enjoy.

With all of the good things that happen with our companies and the growth of our chapter, there are times when we are reminded of how precious life is away from the stress and management of our companies. As you are probably aware, Ron Zigliński, CR, from our chapter recently lost his battle with cancer. Whether you were in the Milwaukee/NARI shows, a NARI Certified Professional, or someone in need of a handyman, Ron was a part of your life. The dedication and commitment that Ron put towards his volunteering at Milwaukee/NARI cannot be duplicated. He was a friend to many and earned the respect of the leaders and staff of Milwaukee/NARI and everyone he encountered. Our chapter and those of us that knew Ron are saddened of his passing, but thankful for the time we had with him. Please keep his wife Patty and son Mike in your prayers.

Best regards,

Scott Cline
President

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Wauwatosa, WI 53226

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J & B Construction Inc., Milwaukee

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Kelmann Corp., Wauwatosa

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continued from cover

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 afternoon so room can be made for next month's meeting.

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

Registration Deadline: Friday, October 12

September Breakfast Meeting



More than 80 members attended the Membership Meeting at the Radisson Milwaukee West on September 16, to hear an informative presentation on "An Introduction to Vision to Action" by Dan Lococo, as well as to approve new association by-laws. Thanks to Wisconsin Insulation Services for serving as the Member Showcase for the day.



Order 2007 WRA Entry Binders Today!

Don't miss your opportunity to gain recognition for the terrific work you complete on homes throughout southeastern Wisconsin. Entries for the 2007 Wisconsin Remodeler of the Year competition are due to the Milwaukee/NARI office on Friday, October 12. Also, you can make a nomination for one or more of the Local Achievement Award categories.

Mark your calendar for the Friday, January 18, Awards Dinner at The Wisconsin Club in Milwaukee, which will be hosted by Paul Kronforst of the WISN-AM 1130 "Remodeling Show."

Make sure you're part of the excitement – order your binders today to enter the 2007 Milwaukee/NARI Wisconsin Remodeler of the Year Awards.

member SPOTLIGHT: Wisconsin Insulation Services

Wisconsin Insulation Services, Inc. had its beginnings in 1936 as Wisconsin Rockwool Co. Today, Wisconsin Insulation Services features fiberglass batts, blown in fiberglass, sound control insulation, and Comfort Foam, a closed cell polyurethane spray foam, which eliminates drafts, adds strength, and allows attic remodeling without the firing down of rafters.

"A quality product line helps the company stand out from the competition," said John Ratzow, president. "Besides Comfort Foam, we offer Owens Corning ProPink Complete blown-in insulation system and Owens Corning QuietZone sound control insulation.

"Our sales representatives, Orv Kolberg and Keith Terry, are Owens Corning Certified Energy Professionals as well as Environments for Living certified," Ratzow said. "They work



with our clients on how to incorporate energy-efficient products and techniques using green building materials."

A NARI member since 1974, Ratzow appreciates the benefits of NARI membership and the networking it can provide. "We believe that every business has a moral responsibility to support the industry it works in," he said.

"We strive to be not only the most professional insulation contractor, but the most professional subcontractor our customers use," he said. "We help our customers avoid potential future problems,

because we look at each project as a building system as opposed to looking only at our component."

For more information on Wisconsin Insulation Services, call (262) 252-4602. They are located at N60 W14416 Kaul Ave., Menomonee Falls.

membership COMMITTEE

When the baseball teams focus on division playoffs and the football teams are into their regular season, one thing is obvious – Fall is here for sure. Getting into the act with football, the Membership Committee is kicking off the start of its great “Fall Recruiting Campaign” to reach our goal to keep Milwaukee/NARI’s growth and to retain its position of first place as the largest chapter in the National NARI organization.

On Friday, September 14, 2007, we kicked off the campaign season with an Open House for non-member contractors. Lunch was served at 11:30 a.m. with presentations by our President, Scott Cline, and other members of our NARI team to review the benefits of membership with our prospects. On Tuesday, September 18, 2007, a few prospects attended our breakfast membership meeting to meet members and exchange ideas about the benefits of being a Milwaukee/NARI member.

GOT NARI? WHY NOT? On Tuesday, October 16, 2007, we will be hosting a membership luncheon meeting. We invite you to bring a prospect to be your guest for this luncheon. At these functions, we ask our prospects, “GOT NARI? WHY NOT?” More recruiting will be conducted in November and December. We will keep you informed as to the status in the next newsletter.

On Tuesday, September 11, 2007, the Board of Directors met to review and approve the following Membership applications, they are:

Beyond Energy, LLC – Home Performance Diagnostics
P.O. Box 201 – Mukwonago, WI 53149
Tim Guillama, 262-470-3149

Community Bank & Trust – Financial Services
5380 N. Port Washington Road – Glendale, WI 53217
Bill Rieboldt, 414-967-9880

Ewald’s Dodgeland of Wisconsin – Truck Dealership
6319 S. 108th Street – Franklin, WI 53132
Tom Derreco, 414-427-2000

Landworks, Inc. – Landscape Architects/Landscaping
N69 W25195 Indiangrass Lane – Sussex, WI 53089
Amee Lapke, 262-820-2501

Swift Heating and Cooling – Heating Ventilation & Air Conditioning (HVAC)
6107 S. 6th Street, #7 – Milwaukee, WI 53221
Eric Kinnison, 414-258-7855

Welcome aboard. Make your investment pay off and get involved by attending some of the events, joining a committee, and/or becoming an exhibitor in the next Milwaukee/NARI Show. Your membership will surely payoff.

Unfortunately, there are a few companies that have decided to discontinue their membership. They are as follows:

5 Corners Dodge, Inc.
CNI Newspapers, Inc.
H R Solutions & Support

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

GOVERNMENT AFFAIRS COMMITTEE

Building Milwaukee Award Nominations Sought

We are looking for nominations for NARI’s Building Milwaukee Award, which is presented at our November Election Night Meeting. Last year’s recipient was Steve Tennes from Habitat for Humanity for his involvement in Habitat’s Home Builders Blitz 2006.

The nominee should be an individual that has made an impact on Milwaukee and its citizens. If you have someone you would like to nominate, please submit your candidate to the NARI office.

Respectfully submitted,

Michael Heuser, CR
Government Affairs Chairperson

CONGRATULATIONS CORNER

Matthew Phillips of **Advanced Energy Concepts** was the winner of \$100 in retail gift certificates from the Industry Activity Survey drawing.

Gustave A. Larson Co. was recognized for “Generational Sustainability” in the “Wisconsin 75” sponsored by the Milwaukee office of Deloitte & Touche.

The Starr Group was named one of 20 “Family Friendly Award-Winning” companies by Metroparent magazine.

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Friday, October 12: Wisconsin Remodeler of the Year Award entry deadline

Tuesday, October 16: Milwaukee/NARI Monthly Membership Meeting – 11:30 a.m.; Milwaukee Area Technical College – Downtown Campus

Thursday, October 18: “Prepare Your Home for Winter Seminar” – 6:30 p.m. – 8:00 p.m. in the NARI Education Center

Tuesday, November 20: Milwaukee/NARI Monthly Membership Meeting and Election Night – 6:00 p.m.; The Wisconsin Club

Friday, November 30: Home Improvement Show booth space reservation deadline to maintain same space from 2007 Show for the 2008 Show

Monday, December 3: National Contractor of the Year (CotY) Award entry deadline

Friday, December 7: Milwaukee/NARI Holiday Party – 6:00 p.m.; Davian’s in Menomonee Falls

Tuesday, January 15: Milwaukee/NARI Monthly Membership Meeting – 11:30 a.m. Lunch

Friday, January 18: Wisconsin Remodeler of the Year Award dinner – 6:00 p.m.; The Wisconsin Club

Thursday, February 7 – Sunday, February 10: 47th Annual Milwaukee/NARI Home Improvement Show; Wisconsin Exposition Center at State Fair Park

Tuesday, February 19: Milwaukee/NARI Monthly Membership Meeting – 6:00 p.m. Dinner

Tuesday, March 18: Milwaukee/NARI Monthly Membership Meeting – 6:00 p.m. Dinner

Tuesday, April 15: Milwaukee/NARI Monthly Membership Meeting – 7:45 a.m. Breakfast

Friday, April 25: 3rd Annual Milwaukee/NARI Foundation Rummage Sale; Milwaukee/NARI Office

Saturday, May 3 – Sunday, May 4: 9th Annual Spring Home Improvement Showcase – A Tour of Remodeled Homes

Tuesday, May 20: Milwaukee/NARI Monthly Membership Meeting – 11:30 a.m. Lunch

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, it is 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, along with providing proper draft for the appliance connected to the flue.



Howard Rowell
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Media Clippings & Web Site Results

The press clipping results for July 2007, were:

Advertising Value: \$14,259.60
Public Relations Value: \$42,778.80

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

Number of visits: 7,491 Hits: 2,590,626

Voicemail Etiquette 101:

Tips for Managing Your Incoming and Outgoing Messages

By Kate Zabriskie

Part 2 of 3

Stay on Top of Your Messages

What frustrates callers isn't always the fact that they have had to leave a voicemail but that their calls were not answered "promptly." The number of times you check voicemail each day will vary depending on your job function and industry. However, if you have not told people differently, at a minimum you should check messages once a day and return those calls. Here are some other guidelines for making the most out of your message-checking time.

- Have a pen and paper ready when you begin dialing.
- Listen to all of the messages before you start returning calls.
- Remember that you don't have to return them in the order in which they were received.

- Sometimes it's easier to return calls when you are pretty sure the recipients won't pick up the telephone. You can answer their questions on their voicemail and move on with your day.

- If you are super busy and have the luxury of an assistant or some other kind soul, ask this person to return some of your phone calls. This is especially good if it is going to take an unusually long time for you to get back with someone.

- Don't save messages you really don't need. If you wrote down the information from the call, most of the time there is no reason to save the original recording. After all, do you really want your box so full no one can leave a message? That's embarrassing and unprofessional.

Creative Selling, Vol. 36, No.1

From the Executive Director

To meet some of the goals included in the Milwaukee/NARI Strategic Plan, the Personnel Committee and I conducted interviews for the newly created position of Field Services Coordinator. After a careful and exhaustive search, we hired Shauna Brown to fill the position. Shauna brings a great deal of experience managing trade shows and has already become a valuable asset in working with the Fall Show Committee. In addition to the Shows, Shauna will be working directly with the Ethics Committee and working with volunteers to create the new member orientation program at Milwaukee/NARI.

The Milwaukee/NARI office recently installed WI-FI capabilities throughout the office for wireless connection to the internet. If you've been thinking about a quality venue for your next sales meeting or seminar, consider renting one of the

meeting rooms at the Milwaukee/NARI office. Please contact the office at 414-771-4071 to schedule your next event at Milwaukee/NARI.

If you haven't been by the Milwaukee/NARI office lately, you haven't seen some significant upgrades to the building. The new Milwaukee/NARI flag, purchased through chapter member The Flag Center, is flying proudly outside our building. The parking lot was repaved and parking spaces outlined by new chapter member Poblocki Paving Corp. Consumers also will see the new Milwaukee/NARI sign, designed by chapter member Jim Pitzen of Pitzen Design Ltd., with brick and mortar constructed by chapter member Royal Chimney Service, Inc.

David Feldner, CAE

Holiday Party Silent Auction

As part of the Milwaukee/NARI Holiday Party on Friday, December 7, 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.

The following prizes will be up for auction:

- Certificate for a foursome at The River Course from Kohler
- Two tickets for the 2008 All Star Game in New York from Major League Baseball
- Certificate for a wine tasting party of eight from PRP Wines
- \$250 gift package from Ron Sonntag Public Relations
- \$250 gift package from von Briesen & Roper, s.c.
- \$250 gift package from Western Building Products
- \$100.00 Bartolotta Restaurant certificate from Callen Construction
- Certificate for three-hour limousine service

Special thanks to the companies that have donated prizes for the auction.

Be sure to join us for a wonderful night of holiday cheer, and come ready to support the Milwaukee/NARI Foundation.

NARI Members Needed to Participate in Technical School Panel Discussions

As has been done over the last few years, the Milwaukee/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 schools, dates are being set for later this fall 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.

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Cruising with Milwaukee/NARI

After one cancellation, Milwaukee/NARI members were able to enjoy a beautiful summer evening on Pewaukee Lake. Members that recruited one or more new association members were able to join the fun, which included a delicious buffet dinner and camaraderie.

Be sure to sponsor a new member and you too can be part of the cruise, in 2008.



EDUCATION/CERTIFICATION COMMITTEE

Attention Milwaukee/NARI Certified Professionals:

This is an official call to action! As NARI Certified Professionals, you have a duty to continue with your education to recertify and to help lead those that are working towards their certification. Classes will be forming soon for those from our chapter that are pursuing their CR, CKBR, CLC, CRA, and CRS. With several topics to teach, the Milwaukee/NARI Education Committee is looking for interested volunteers to help teach sections of the course. This is not only a great way to give back to the organization, but it also can provide you with a review of the course content.

When Ron Ziglinski, CR, was the chair of the Education/Certification Committee, he took many of the responsibilities of the committee in his own hands and did a great job of keeping the committee on task and achieving the committee's goals. With his passing, Mike Ellery, CR, CKBR, has stepped-up to become the interim chair to help reorganize the committee responsibilities to manageable tasks by several committee members.

If there was ever a time for you to become involved with the Education/Certification Committee, that day has arrived. Here are a few ways for you to become involved:

- Put it on your schedule and commit to attend as many Education/Certification Committee meetings as possible. Each

meeting is scheduled on the first Wednesday of the month at 4:00 p.m. at the Milwaukee/NARI office. Snacks and beverages are provided.

- Attend the Tuesday, October 16th lunch meeting at MATC-Downtown to meet with and encourage students attending MATC to continue their career path in remodeling.
- Attend the Milwaukee/NARI Election Night on Tuesday, November 20th at The Wisconsin Club to congratulate the newly certified professionals from our chapter.
- Attend the Orientation Night on Wednesday, December 12, to meet fellow certified professionals and individuals looking for encouragement as they pursue their certification.
- Volunteer to staff the "Ask The Expert" area of the information booth at the Milwaukee/NARI Shows.
- Obtain the new NARI Certified sign and rockers, available for purchase at the Milwaukee/NARI office. This is a high quality sign that will show your prospective customers the dedication and expertise you bring to the remodeling industry.

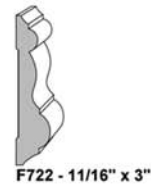
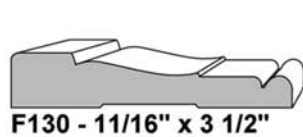
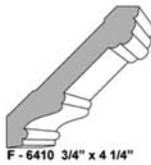
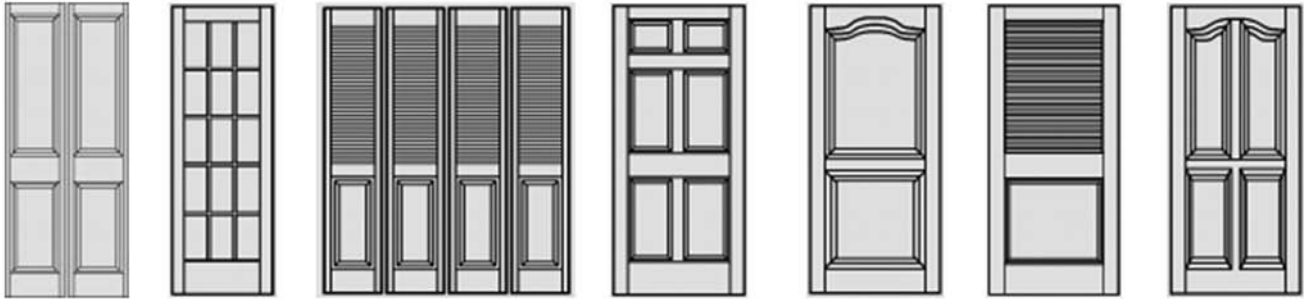
As a committee, we understand that filling Ron's shoes is going to take a team effort. With your support, we can realize the goals Ron had for this committee.

Education/Certification Committee



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Got NARI?

Congratulations to Advanced Communication Specialist and The OAR Group 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.

OCTOBER 2007

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1.	2.	3. Noon: Program Committee Mtg. 4:00 p.m.: Education Certification Mtg.	4.	5. 8:15 a.m.: Foundation Board Mtg.	6.
7.	8.	9.	10.	11.	12. WRA Entries Due at Milwaukee/NARI Office	13.
14.	15.	16. 11:30 a.m.: Milwaukee/NARI Lunch Mtg: MATC Downtown Campus	17. 11:00 a.m.: Executive Board Mtg. Noon: Board Mtg.	18. 8:30 a.m.: Booth Display Seminar 10:00 a.m.: Booth Display Task Force Mtg.	19.	20.
21.	22. 9:30 a.m.: Home Improvement Show Committee Mtg.	23.	24. 9:30 a.m.: Marketing Committee Mtg.	25.	26.	27.
28.	29.	30. Noon: Ethics Committee Mtg.	31.			

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